

# PITCH PERFECT

## 5 Steps to Crafting a #Stout Elevator Pitch



### ACTION #1: Pour It Out

Lay out everything you have to work with.

Take 5–15 minutes to do a complete brain dump, jotting down anything and everything that comes to mind. This is not the time to be modest, so **drop the filters and let the ideas flow.**

**EXAMPLE:** *If you're pitching a product, lay out all its benefits and unique attributes. If you're pitching yourself, do the same. Imagine that you are a product or service. What are your positives? What problems can you solve? What makes you different than anything else on the market?*



### ACTION #2 Break It Down

Hone in on the key points of your pitch.

Narrow your focus to the PPS – Person, Problem, Solution. Keep it as clear and simple as possible; avoid using industry jargon or over-explaining things.

**EXAMPLE:** *I help \_\_\_\_\_ (person) with \_\_\_\_\_ (a defined problem) by delivering \_\_\_\_\_ (your unique solution).*



### ACTION #3: Kick It Up

Craft an attention-grabbing opening statement.

In addition to target audience and what you deliver, it's critical to hook your audience ASAP. In this age of 140-character tweets and 9-second video clips, captivating your audience with your very first line is a must.

**EXAMPLE:** *Consider the difference between these two (fictional) starters, both for female-empowered dating site Bumble. (A) I work for a dating app company, or (B) I combat skeeviness and misogyny in the digital dating world. Both are factual, but the second example uses colorful words to paint an immediate, palpable picture that hooks a listener from the get go.*



### ACTION #4: Connect It Back

Don't forget to wrap up by engaging your audience

Make sure your pitch does not become an infomercial, featuring a one-way conversation. Tell your story (briefly), then set the hook with a question that taps into your audience's relationship with your niche.

**EXAMPLE:** *If your business focuses on onboarding, you might ask "So, how does your organization handle bringing on new employees?" That gets your listener thinking about their own pain points, and how your approach might benefit them.*



### ACTION #5: Test It Out

Enlist an audience to listen and give feedback

Colleagues, mentors, family and/or friends– give your pitch and get feedback on your pitch – both its content AND your delivery style. The sweet spot is to be polished and informative, but still conversational and personable.

**EXAMPLE:** *Create a short "report card" for your test audience. Include questions like: what am I selling, what do I actually do, and what makes me or my product unique? Also include a 1-10 scale checklist for items such as believability, smoothness of delivery, personality and creativity. Practice makes perfect, so keep refining your pitch using feedback from multiple tests runs.*

### One last thing ...

Whatever you do, make it real.

*Most remember the person more than the pitch.  
Connect and leave them wanting to further the conversation.*

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