Preparing Your Elevator Pitch

An elevator pitch is a short (30-60 seconds) sound bite that briefly and memorably introduces you and/or HOSA–Future Health Professionals and is delivered effortlessly. It spotlights uniqueness and focuses on the benefits you provide.

Elevator pitches prepare you for brief, chance encounters you might have in an elevator. But elevator pitches are not just for elevators! Use it whenever you want to introduce yourself to a new contact such as when you may be shopping, waiting in line in the school cafeteria or at a sporting event or the movie.

Who better than you to describe with passion, precision and persuasiveness what you do? If you want to network successfully, you need an elevator speech!

An elevator pitch is a brief, persuasive speech that you to spark interest. You can also use it to create interest in a project, idea, or product – or in yourself. Remember interesting, memorable, and brief enough to explain what makes you – or your organization, product, or idea – unique.

**What is A Elevator Pitch?**
A 30-60 second description of yourself and/or HOSA–Future Health Professionals

**Why Is Having an Elevator Pitch So Important?**
You have 30-60 seconds to make a powerful first impression. The average attention span is just 30 seconds before their mind starts wandering. People have less time today. Grab them quickly or lose them forever.

**Essential Elements of a Powerful Elevator Pitch**

- **Concise.** Take no longer than 30-60 seconds.
- **Clear.** Use language everyone understands.
- **Powerful.** Use words that are powerful and strong.
- **Visual.** Use words that create a visual image in your listeners’ mind and to make your message memorable.
- **Goal Oriented.** A homerun elevator pitch is designed with a specific outcome. What is your desired outcome? Have different pitches depending on different objectives: recruit HOSA members, promote a school project or a community service idea, earn a vote for a leadership position, or be considered for a HOSA scholarship.
- **Has a Hook.** This is the element that literally snags your listener's interest and makes them want to know more.
How to Create Your Killer Elevator Pitch

Write down what you do several different ways. Don’t edit yourself at all. You will edit later. First step is for generating ideas. Don’t hold back. Ideas can be goofy, serious, wild, funny, or conservative. The goal is to get at many ideas as possible down on paper.

Write a very short story that illustrates what you can do. The story can be long. You will boil it down later. Paint a picture with words.

Write down your objective or goal. Do you want to recruit a member, gain a vote, enlist support for an idea, earn a referral, or something else?

Write 10-20 action statements. This statement or question designed to spur the action associated with your goal.

Record yourself and Let it sit. Come back to what you’ve written with fresh eyes and ears the next day or later on in the same day.

Highlight the good stuff. Listen and read through what you've recorded and written. Highlight or circle phrases that hook you with clear, powerful, and visual words. Not all the words will fall into these categories. You still need connector words, but you want them to be as few as possible.

Put the best pieces together. Write down several versions of this much tighter pitch. Include elements from your story if you can fit it in.

Record those that are new.

Do a final edit cutting as many unnecessary words as possible. Rearrange words and phrases until it sounds just right. The goal is 30-60 seconds maximum.

Dress Rehearsal. Run it by as many people as you can get to listen to you. Get feedback from friends and family.

Done for now. Take your final elevator pitch and write it down. Memorize and practice it until it just slides off your tongue naturally.

Continue to improve. Always listen for phrases that could make your elevator pitch clear and impactful. Test it out. On occasion you may benefit by starting from scratch because things always change: you, HOSA, your goals, and your chapter or community needs.

Resources

1. Preparing Your Elevator Speech  
   http://dalekurow.com/kurow/preparing-your-elevator-speech
2. Elevator Pitch Examples  
   http://www.youtube.com/watch?v=4ytYZUN_ArE&feature=em-share_video_user
3. Dumb Little Man: Tips for Life  
4. The Elevator Pitch  
   http://www.youtube.com/watch?v=Tq0tan49rmc
5. Elevator Speech Examples – 5 Most Common Elevator Speech Mistakes  
   http://www.youtube.com/watch?v=HPS_qNC1kTo
6. HOSA Competitive Events Guidelines:  http://www.hosa.org/node/117
   - Extemporaneous Speaking
   - Prepared Speaking
   - Researched Persuasive Speaking