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## ELEVATOR PITCH

### Target Audience and Topic

ELEVATOR PITCH SPECIFICS	YOUR ANSWERS
Specify your target audience: <i>(Examples: customers, employees, suppliers, partners, investors, personal networking contacts, business networking contacts, family, and friends)</i>	
Specify topic: <i>(Examples: product/service, company, personal, new job)</i>	

### Message Development

QUESTIONS	YOUR ANSWERS
Who do you do it for? <i>(For example, start with "For small and midsized healthcare providers")</i>	
Why do your customers/clients care? Or, what's in it for them? <i>(For example, include "so that they can," "who can no longer afford," or "who are tired of")</i>	
What does your company do? <i>(For example, start with "We provide")</i>	
Why is your company different? <i>(For example, include "as opposed to" or "unlike")</i>	
What is your company? <i>(For example, start with "We are an insurance")</i>	

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OPTIONAL QUESTIONS	YOUR ANSWERS
What environment is your company operating within? <i>(For example, start with "Our industry is challenged to implement Sarbanes-Oxley compliance")</i>	
What single thing does your company do better than any other? <i>(Example: "We are the best in the industry at mitigating risk in this critical area.")</i>	

### Put it all together

YOUR RESULTS	
Assemble the combined results here:	

### Tell me more

YOUR RESULTS	
How would you like your audience to respond? <i>(Examples: "How do you see that affecting my business?" "What do you think are the characteristics of your ideal job?")</i>	

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