

THE ELEVATOR PITCH

If you have got an idea for your business sooner or later you're going to have to pitch someone. And no matter who you're pitching your idea to – you need to be able to do it in a way that's simple memorable and convincing. An elevator pitch is a concise, practiced overview of your business idea, put in a way that is simple and memorable for the listener to understand.

So what makes a great elevator pitch?

The first and the most important to remember that is chance to say few most important things about your idea, product – to make them to see why are worth investing in. Why do you do what you do, and why is that important to you?

And to do that you need to do 2 key things:

1 –Identify need – The first thing that you need to talk about is why your idea or product or idea needed? What is the problem that exist and for who that your products is there to solve?

2 – Identify your unique selling proposition - In other words what is that your product or idea uniquely brings to the problem you have identify?

If you can clearly express this two things – the problem and what your products or idea brings to the problem – then you have an essence of the pitch.

Finally, if you want to make elevator pitch as good as it can be, there are a few ground rules to remember:

1. Keep it short
2. Avoid jargon
4. Make it catchy
3. Be excited, be passion, be enthusiasm, be yourself and be proud of your credentials

And final tip – practice. Practice it loud, practice it in writing, and check it with friends, the kind of friends who don't afraid to give you feedback.