The Elevator Pitch
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what is the difference between pitching and presenting?
what is an elevator pitch?
how long is an elevator pitch?
what are the elements of an elevator pitch?
the hook
the problem
the solution
the impact
the competition
the ask
how do you **put the pieces together** to form a compelling pitch?
start with a **positioning statement**: a single sentence that answers the question, “what do you do?”
flesh out an outline for your pitch using a balance of facts and stories
Jennifer Aaker
Persuasion and the Power of Story
delivery tips
aim to be conversational
vary your **tone**; vary your **rate**; vary your **volume**
plant your feet; take steps with a purpose
free your hands to gesture; remove them from your pockets and don’t cross your arms
don’t turn your back to your audience (often a result of heavy reliance on PPT)
use **visuals** to convey your ideas clearly
check out the ASU template for PPT presentations
eye contact: pick three points in the audience
putting it all together…
Questions?