



How to create a powerful networking introduction

What is an elevator pitch?

An elevator pitch (aka an elevator statement) is a short, sharp and snappy introduction for business owners, generally used at networking and business events.

It's called an 'elevator pitch' because it should be short enough to say during a quick elevator ride.

How do you create an effective elevator pitch?

There are many ways to approach an elevator pitch, but here is one very simple format.

Say: who you are, what you do, who you do it for and how it helps your customers. This way, people will instantly know if they can do business with you *or* if they can refer someone else on to you.

Some examples of Elevator Pitches

- "Hi, my name is Cindy Steele. I'm co-founder of Sydney Women's Network. I run networking events and free educational workshops to help women grow their business".
- "Hi, my name is Natalie Moutia. I run NM Marketing, and I help small business owners make more money by implementing powerful marketing ideas".
- "Hi, my name is Lucinda Lions. I write words that sell for business owners".

Going up

Although your elevator pitch might sound awkward at first, it will eventually become a natural introduction that flows from your heart and rolls off your tongue!

Lucinda Lions is a professional writer and copywriter. She specialises in writing sales-boosting words that turn your readers into customers and your browsers into buyers. Visit www.lionwriting.com.au for more details.