

3 TEMPLATES: CREATING AN ELEVATOR PITCH

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Before you start putting thoughts together, consider :

- Know your audience & your goal
- Be precise. What art do you create?
- What value does your art form provide for them?

Template 1: The Short and Sweet Pitch

State your name + your art form, and complete these phrases

1: I help ... x (target group)

2: to achieve ... y (their goal)

3: by doing ... z (the result)

Template 2: Engage with a 'Call to Action' Pitch

1: My background is in ... (state your expertise)

2: My real strength is ... (define your talent)

3: What I am looking for is ... (state your value to *their* business)

4: Can I give you... (prompt a call, give a card etc.)

Template 3: A 7-Step Pitch

1: I am ... (what you do)

2: I'm interested in...

3: I help ...

4: I specialise in...

5: I enjoy, or I am most proud of ...

6: What makes me unique is...

7: I'm exploring opportunities in...

See this Youtube link for the 7-steps explained in detail :

<https://www.youtube.com/watch?v=D75sdROWXNU>