



NAIL YOUR ELEVATOR PITCH CHECK LIST



By
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Thank you for downloading this checklist to

Nail Your Elevator Pitch

To begin, think of what it is you want to achieve in your pitch. How can you serve your existing clients or attract new clients. Therefore think of who the audience is for your pitch and then complete the check list below.

Warmest regards

Fleur Allen

Speaker, Business Coach and Master Networker, Ask Fleur

STEP 1 INTRODUCTION (First 10 Seconds)

- Full Name: Clearly State Your Full Name
- Role/Profession: Continue with your role or what you do
- Target Audience: Mention who you do it for (your target audience or clients).

STEP 2 ELABORATE (Next 20 - 30 seconds)

- Expand on Your Role: Provide more details about what you do
- Explain your Business: Give a brief overview of your company or services
- Engage your listener: Think of your language style to maintain the listener's interest

STEP 3 CASE STUDY (Final 30 Seconds)

- Success Story: Share a brief success story that highlights your expertise
- Outcome: Demonstrate the positive results your clients have experienced

Call to Action: Always intend to end on a Call to Action



Tips to Remember

- **Be Concise:** Keep your pitch within 30 to 60 seconds.
- **Focus on Strengths:** Highlight your strengths and unique selling points.
- **Avoid Weaknesses:** Don't mention weaknesses or negative aspects upfront.
- **Tailor to Audience:** Customise your pitch to fit the audience or situation.
- **Practice:** Rehearse your pitch to ensure it's smooth and confident.
- **Body Language:** Pay attention to your body language; be open and engaging.
- **Follow-Up:** Be prepared to follow up if the listener shows interest.

Nail Your Elevator Pitch Online Course Available

Master Networker and Coach, Fleur Allen, takes you through step by step 5 modules to

Nail Your Elevator Pitch:

- i. Understanding the Elevator Pitch
- ii. Crafting Your Elevator Pitch
- iii. Developing Your Pitch
- iv. Enhanced Networking Skills
- v. Applying Your Skills

Book online at AskFleur.com