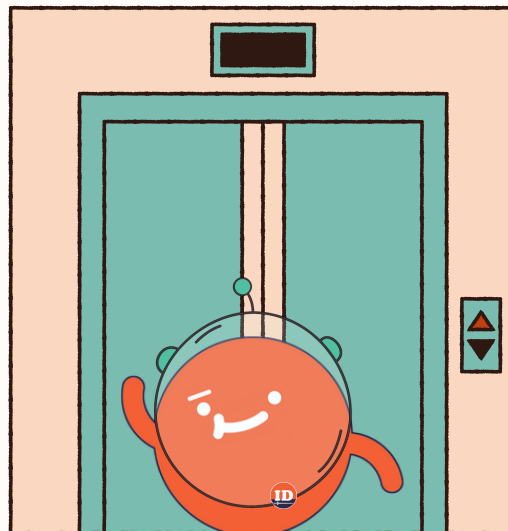


Elevator Pitch Template



About

We bet you never thought you'd spend this much time thinking about elevators as a freelancer. When was the last time you even rode an elevator?! We don't leave the house...

An elevator pitch is your go-to spiel for quickly and confidently telling people who you are, what you do, and the value you bring to the table. Whether you're meeting a new client, networking at an event, or even introducing yourself in a job interview, a strong pitch can set you apart and leave a lasting impression.

This template is designed to make crafting your pitch a breeze! Just plug your personal details into the structure and voilà! Think of this as the skeleton of your pitch: solid, sturdy, and easy to build on. You'll still want to add your own vibe to it so it sounds like you, whether you're sharing it in writing or saying it out loud.

We understand that this can all feel icky at first...like you're a piece of freelance meat being sold at one of those super fancy marketplaces with bison jerky or whatever. But please, now is not the time to be overly humble.

You don't need to be an egomaniac either! Just don't sell yourself short. **No one is judging you, we promise.**

A Few Notes on Niches

Niches can be a big help when it comes to finding the right clients and helping the right clients find you. They give you focus, help you stand out, and make it easier to market yourself.

That said, you don't *absolutely need* a niche to be successful. There's a lot to be said for being a generalist, especially if you're just starting out or love variety in your projects.

Also, your niche doesn't have to be tied to an industry. In fact, we usually recommend niching down by skill or modality—like scenario writing, microlearning, or animation—instead of by industry. That way, you're not too boxed in.

But if you do have deep experience in a specific field (like healthcare, compliance, or manufacturing) and a strong network in that space? Lean into it. That's gold!

Whatever direction you take, the key is being clear about what you bring to the table. The more specific you are, the more likely you'll show up when someone's looking for exactly what you do best.

That's what an elevator pitch is all about!



QUICK TIP!

“I’m an **X**” is forgettable. “I help **Y** do **Z**” is memorable!

Elevator Pitch Template

This pitch keeps things short, straightforward, and emphasizes value. The goal is to quickly communicate what you do, who you help, and how you solve their biggest and most expensive challenge, without overwhelming them with details. You want to sound confident and results-oriented!



"I help **[TYPE OF CLIENT]** solve **[SPECIFIC EXPENSIVE PROBLEM]** by **[ACTION/SOLUTION THAT RESULTS IN A SPECIFIC BENEFIT]**."

Example:

"I help **fast-growing startups** reduce **employee turnover** by **creating quick-hit onboarding modules in Rise that actually get watched and remembered.**"

Example:

"I help **healthcare teams** reduce **documentation errors** by **designing clear, efficient training that doesn't disrupt patient care.**"

Example:

"I help **manufacturing companies** reduce **costly workplace accidents** by creating **interactive microlearning modules that reinforce key safety practices on the job.**"

Take a stab at your elevator pitch here:

Mini Tone Tweaks

Tone matters because the way you present yourself can set the stage for how a potential client perceives you. Whether you need to be corporate, casual, or playful, adjusting your pitch can help you make the right impression!

Check out how you can shift the tone depending on your audience using one of our examples above:

Example (standard):

"I help **fast-growing startups** reduce **employee turnover** by **creating quick-hit onboarding modules in Rise that actually get watched and remembered.**"

Professional (corporate, no-nonsense):

"I help **high-growth startups** reduce **turnover** by **designing effective, scalable onboarding solutions using Rise that drive retention and engagement.**"

Casual (perfect for networking events or informal chats):

"I help **startups lower turnover** by creating **onboarding modules in Rise that people actually want to watch and remember.**"

Playful (for a more fun, approachable vibe):

"I help **startups stop losing their best people** by **building onboarding that's quick, painless, and actually gets people excited to stay!**"

Try making a mini tone tweak to your elevator pitch here:

Elevator Pitch Vibe Check

Before finalizing your pitch, ask yourself these questions to make sure it's clear, compelling, and memorable:

- Does the pitch immediately communicate who I am and what I do?
- Is the problem I solve for my client clearly defined?
- Do I sound sure of myself and my expertise?
- Is the tone appropriate for the audience I'm addressing (corporate, casual, etc.)?
- Is it obvious why someone should hire me over others?
- Have I emphasized what makes me stand out, even in a brief sentence?
- Have I centered the pitch around the client's pain points, rather than just listing my skills?
- Have I highlighted how my solution directly impacts the client's business or bottom line?
- Does this sound like me and my style?
- Am I comfortable saying it out loud, or does it feel too stiff?

Don't Take It Too Seriously

Remember, your elevator pitch isn't carved into marble, though that sounds just lovely. It's more like a living document that grows with you. As you gain more experience, try new things, or shift your focus, your pitch should evolve too.

What feels like the perfect intro today might feel too small or too broad a year from now—and that's a good thing. **The most important part is having something clear and confident to start with. So have fun with it!**

