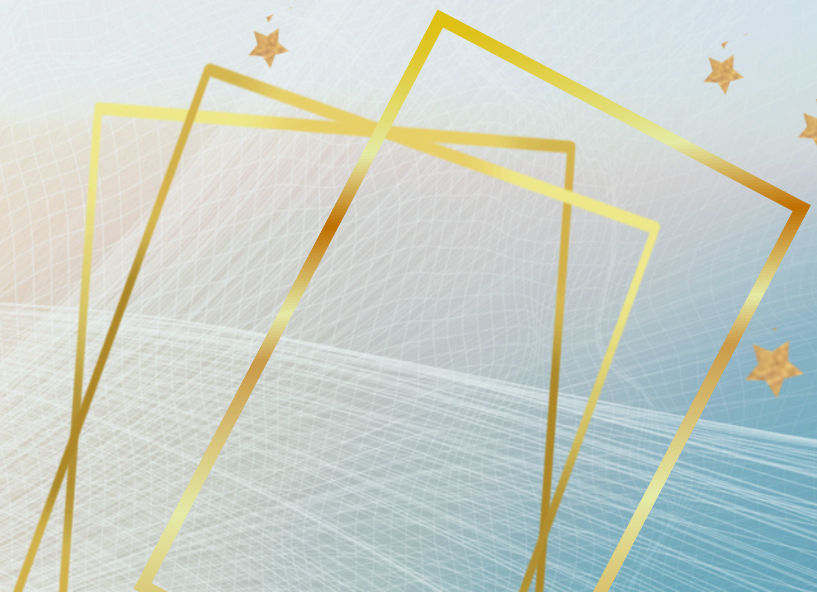




**POWERFUL PITCHES
FOR PODCASTERS**

worksheet

WITH JENNIFER HENCZEL



YOUR ELEVATOR PITCH

A well crafted elevator pitch can be used in any type of networking situation to help you find new listeners, meet other entrepreneurs & podcasters, and open the door to life changing collaborative opportunities. As they say, first impressions are everything.

If you think of an elevator pitch as a mini story for your business or podcast, it can help you to be more compelling and memorable.

It needs to be concise and impactful

Remember, it's not about telling everything about everything. It's about compelling people to connect with you further.

It should be about THEM and solving their problem, not all about you.

Below is a suggested format to help you can use to craft your introduction. Customize it as needed. Make it your own!

JENNIFER HENCZEL | WWW.WOMENPODCASTERS.COM



YOUR ELEVATOR PITCH

MAGNETIC MOMENT:

Hook: Open with a compelling question, stat, story or statement that catches your audiences attention.

INTRO & UNIQUE VALUE PROPOSITION:

My name is _____

Host of [PODCAST] _____

Which is for or I help [Who? Audience Statement or Brief avatar of Your ideal listener.] _____

So they can... or To accomplish...

[Result/Outcome/Solution] 3 sentences of your brief podcast description. Think about how does your show help your audience. What do they get from listening.

CALL TO ACTION (CTA)

If you'd like results like that... or I invite you to... [listen, watch, download, visit, connect] What do you want your your ideal customers or listeners in the audience to do? For example: _____

Lead Magnet or Go to... [website, QR code or other]

YOUR ELEVATOR PITCH

MAGNETIC MOMENT:

INTRO & UNIQUE VALUE PROPOSITION:

CALL TO ACTION (CTA)



YOU'RE INVITED!

*join our
community*



WANT THE CANVA TEMPLATE WE USED TO CREATE THIS WORKBOOK?

PLUS HUNDREDS MORE! YOU CAN BRAND
THEM, TURN THEM INTO YOUR OWN PDFs
AND USE THEM WITH YOUR CLIENTS!

Join our community of coaches, speakers,
podcasters and creators. Get access to new
high-end Canva templates every month
that you can use in your own business.

[INSPIRINGINNOVATORSCLUB.COM](https://www.inspiringinnovatorsclub.com)