



# Elevating your elevator pitch

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# Today's speaker



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# Let's get to it...

## What is an elevator pitch?

Start with the goal in mind

Lay out your best case

Create a hook

Make it your own

Practice makes perfect



**First impressions never have a second chance.**



# Your elevator pitch is your first impression

- A short, impactful speech
- An invitation to a deeper conversation
- Sparks interest
- Gives context on the “what” and the “why” of you or your business
- Offers a glimpse of who you are
- Varies based on who your audience is

# A successful elevator pitch...

- Defines the problem
- Describes the solution
- Speaks directly to the audience
- Builds credibility
- Opens the door to a call to action

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A photograph of two young women with blonde hair in ponytails, smiling and talking to each other outdoors at night. The background is dark with some blurred green foliage. The text "Pitch to your neighbor...GO!" is overlaid in white on the right side of the image.

Pitch to your  
neighbor...GO!

#QBConnect | WiFi: QBConnect

# Everything is better when its backwards

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# What do you want me to do?

- Identify the optimal outcome for your pitch
  - Example: a meeting, a newsletter signup, a website visit, an intro to a key contact
- Outline what I need to know to execute
  - Example: the URL to your site, who you want me to intro you to, important deadlines
- Consider why I might want to do this
  - Example: out of the goodness of my heart, because we have mutual friends, because you are a credible business person
- Make the ask as easy as possible for me
  - Consider a leave-behind
  - Send a follow up email



Write down your goal

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# Show us what you've got

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# Cover the basics first

- Who are you?
- What problem do you solve?
- What is the solution?

# Build up your evidence

- Why do I care?
- What makes you credible?
- What is exciting about your business?
- What matters to me?
- Lay out the facts



# Tell me a story

- Make it personal
- Give me context
- Prove it







Tell me why  
I care

# Start strong

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# Open the door for more

- Break the ice
- Start with your most compelling piece of data
- Keep it simple
- Be authentic
- Start strong



A dimly lit stage with a microphone stand, a stool, and a red curtain. The scene is set for a performance, with a spotlight illuminating the microphone and the stool. The text "Test out your hook. (Don't be shy.)" is overlaid on the right side of the image.

Test out your hook.  
(Don't be shy.)

# You do you

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A man in a light blue shirt is seen from the back, gesturing with his right arm towards a large, blurred crowd of people seated in an auditorium. The scene is dimly lit, with warm stage lights visible in the background.

Pitch your own way.

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# Become an expert

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**Practice makes perfect**



# Tweak forevermore

- Say it
- Write it
- Sing it
- Present it
- Record it
- Hear it
- Improve it





# Feedback round



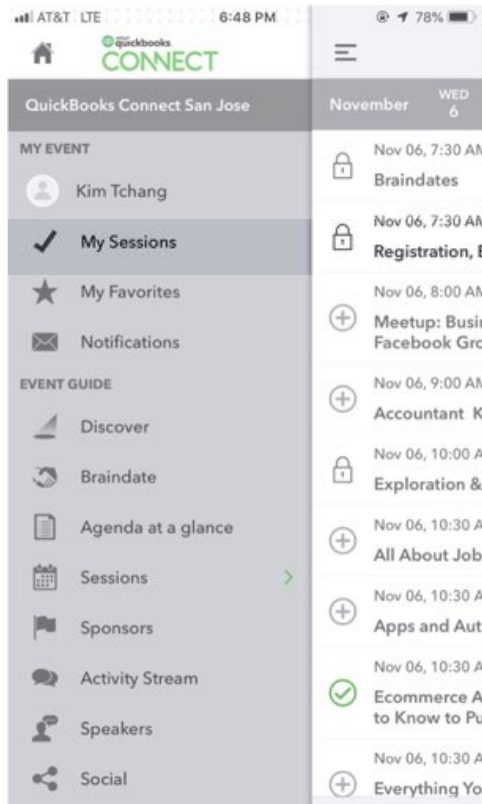


# Questions?

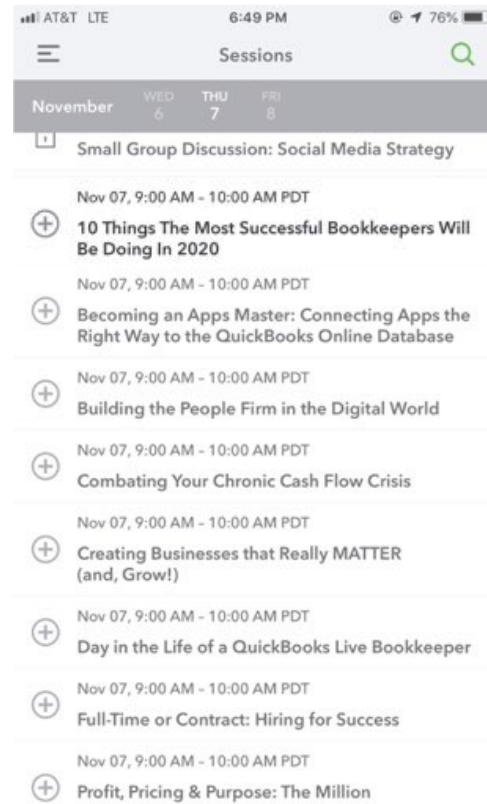
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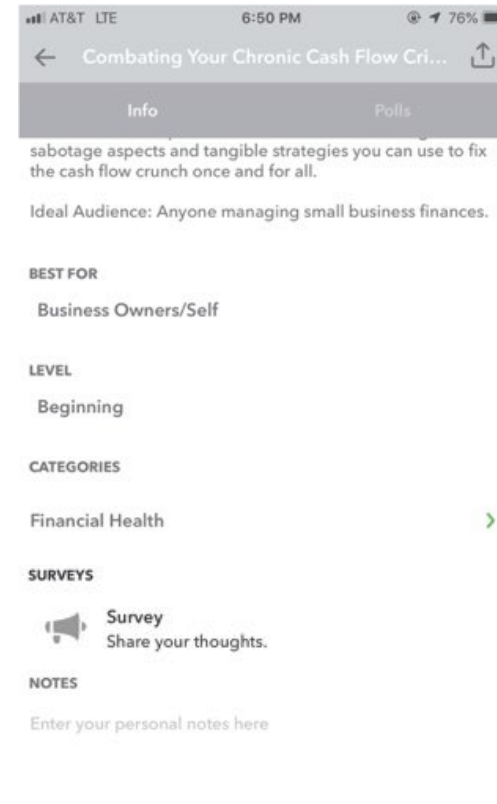
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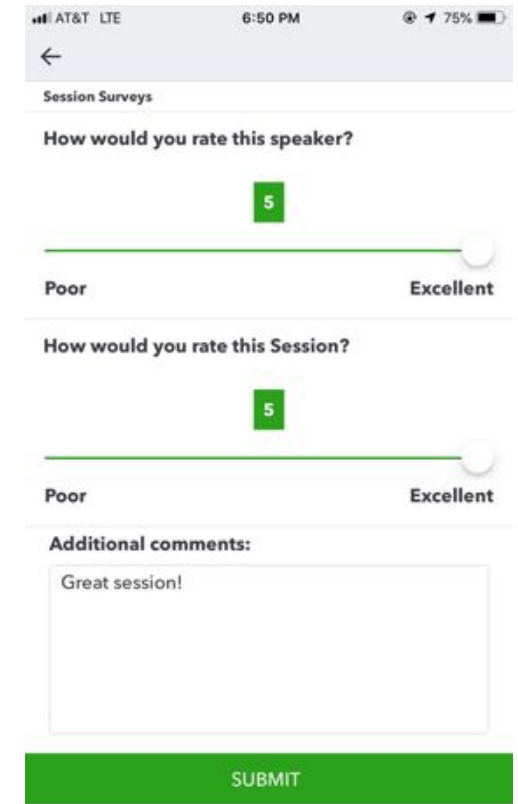
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## 3. Select Survey



## 4. Add Ratings



# Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect agenda page for November 7. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a Register Now button. The agenda is organized by date, with November 7 selected. A search bar and filter buttons (Business Growth, Life & Business Skills, Organizational Culture, Technology Training, Advisory, Financial Health) are present. The agenda items for November 7 are:

- 7:30-7:00 am: Registration, Breakfast & Exploration
- 7:30-10:30 am: Braindates (New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. Learn more. Best for: All Audiences. CPE Hours: not eligible)
- 8:00-8:30 am: Yoga
- 8:00-8:45 am: Breakout Sessions
  - Small Business Meetup: Relationship Marketing and the Power of Human Connection
  - Small Group Discussion: Social Media Strategy
  - Small Group Discussion: Showing up - Why What You Wear Matters
  - Small Group Discussion: Build Your Dream Bookkeeping firm



OWN  
THE  
FUTURE