

## What is an Elevator Pitch Plus?

As you may know, an elevator pitch is a sentence or two that describes your business. It was named for the idea that you could explain your business within the short time frame you might have on an elevator ride with someone important.

We like to use what we call the Elevator Pitch Plus because it includes the problem you solve, as well as the type of person who has that problem. It's a description of your business PLUS a phrase that starts with "so that."

## Here's the format for a product-based business:

I \_\_\_\_\_ so that \_\_\_\_\_ who \_\_\_\_\_ can \_\_\_\_\_.

I make [product] for [kind of person or business] who [what do they do or who they are] so that [what they will get or be able to do].

or (for a service-based business):

By providing [service], I help [kind of person or business] do [what they want or need to do] so that [what they will get or be able to do].

Here's an example: I make planners for busy moms who want to stay organized so that they get everything done.

In this example, the problem you're solving is "how can I get everything done?" and your customers are "busy moms who want to stay organized".

Write your Elevator Pitch Plus below using someone you consider to be your ideal customer. The first sentence below is for a product business and the second one is for a service business. Practice until it you can say it smoothly and confidently.

I make \_\_\_\_\_ so that \_\_\_\_\_  
product kind of person or business

who \_\_\_\_\_ so that \_\_\_\_\_  
what they do or who they are what they will get or be able to do

By providing \_\_\_\_\_, I help \_\_\_\_\_  
service kind of person or business

do \_\_\_\_\_ so that \_\_\_\_\_  
what they want or need to do what they will get or be able to do

