**Elevator Pitch Worksheet**

Fill in each of the five blank sections below. Put all of your responses together in the sixth section. This process may take a few rewrites until you are satisfied with the final pitch. The text boxes below will expand automatically, based on how much you type.

* 1. **Describe your ideal customer – target market**

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* 1. **Create an attention getter to peak interest – set the hook**

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* 1. **Define who you are and what you do – mission statement**

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* 1. **Explain what is special about your offer – unique value proposition**

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* 1. **State what you want your prospect to do next – call-to-action**

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Put all of your responses above together sequentially in the section below, with the exception of section #1. Defining your Target Market is merely a guidance system to direct your efforts toward the most appropriate government contracts to pursue.

* 1. **Put it all together and practice – elevator pitch**

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After you complete your Elevator Pitch, share it with a few of your best customers and ask for their candid feedback, and what changes they recommend. This will complete the process. As a reminder, your pitch should be short, succinct, and easy to remember.