**What is an elevator pitch?**

An elevator pitch is a short promotional speech or written blurb presented to a particular target audience to communicate the value of a product or service and get them to take action.

## What makes a good elevator pitch?

This all depends on **what** you’re pitching, **who** you’re pitching to, and what **level of familiarity** your audience has with what you’re offering. But broadly speaking, all good elevator pitches captivate, communicate, and convince because they are:

* **Short:** 30-60 seconds and to the point.
* **Interesting:** Whether it’s through storytelling, humor, data, fear, or something else, your elevator pitch needs to be able to capture attention, keep attention, and be memorable.
* **Personalized:** Just like[good ad copy](https://www.wordstream.com/blog/ws/2022/01/03/ad-copy-examples), a good elevator pitch is catered to the audience. The approach, word choice, and features/benefits offered are all carefully chosen based on what is most important to the people receiving the pitch.
* **Confident:** A good elevator pitch requires a combination of confidence (without being condescending or cocky) and assertiveness (but without being aggressive).

## How long should an elevator pitch be?

The ideal elevator pitch is 30-45 seconds, or the amount of time people spend in an elevator. 30-45 seconds of speaking is about 75-100 words, making it perfect for your:

* [About us page](https://www.wordstream.com/blog/ws/2016/05/27/guide-to-about-us-pages)
* [Listing descriptions](https://localiq.com/blog/how-to-write-a-business-description/)
* Social profiles
* Landing pages
* [Emails](https://www.wordstream.com/blog/ws/2021/05/25/email-copywriting-tips)
* [Mission statements](https://www.wordstream.com/blog/ws/2021/07/02/how-to-write-a-business-mission-statement)
* Ad copy
* Anywhere you need to distill your business, product, service, or offering down into the key value points to get people to act…

## How to write an elevator pitch

As mentioned above, elevator pitches come in different shapes and sizes depending on the circumstances, and you’ll see a number of different styles in the templates and examples later in the post. But for the core of it, here is a basic framework:

1. Establish the problem
2. Introduce the solution
3. Share the benefit/value
4. Include what makes you different
5. End with a CTA

### **1. Establish the problem, ideally with a hook**

The problem/[pain point](https://www.wordstream.com/blog/ws/2018/02/28/pain-points) is what will resonate most with your audience, so it’s the best way to start off your elevator pitch. You can simply state the problem, or you can make things more interesting with a hook. Try these on:

* When was the last time you…
* Picture this:
* Have you ever noticed…
* You know how…
* Is it me or…
* You know that feeling when…
* Ever wished you could…
* Let’s be real here:
* Did you know that….

Avoid the obvious questions like “Are you looking to get more customers?” or framing questions like “Are you looking for an all-in-one platform that will help you manage subscription invoicing? Be creative here. Be real. Your goal is to capture attention here, not sneak in features or benefits.

###  **2. Introduce the solution**

Once the problem has been established, you can then introduce yourself or your business as the solution, the hero. Be specific about how you solve the problem. Mention [features here rather than benefits](https://www.wordstream.com/blog/ws/2017/02/21/features-vs-benefits). And if it’s not obvious through your [business name](https://www.wordstream.com/blog/ws/2022/02/23/how-to-come-up-with-a-business-name), make it clear what type of solution you are—a platform? An agency? An app? This is important so listeners/readers can orient themselves and form a mental picture as you speak.

### **3. State the benefit**

So your audience now knows that you can solve their problem and take away their pain point, but you need to also talk about how this benefits them. Why is the elimination of this pain point important? What do they stand to gain by solving this problem? This is essentially your [value proposition](https://www.wordstream.com/blog/ws/2016/04/27/value-proposition-examples).

### **What is a Feature?**

Simply, a feature is something that your product has or is. For SaaS companies, this is typically functionality offered by a software program that enables users to do something. Other examples of product features might include razors with five-blade heads, power drills with interchangeable bits, fridges that can make crushed ice etc. You get the idea.

Going back to software, a feature of WordStream Advisor, for example, is the 20-Minute PPC Work Week, an intelligent system of unique, personalized recommendations based on users’ account data that identifies areas of AdWords and Bing Ads accounts in which immediate improvements can be made.

### **What is a Benefit?**

Benefits are the outcomes or results that users will (hopefully) experience by using your product or service – the very reason why a prospective customer becomes an actual customer.

### **4. Differentiate yourself**

So the audience now knows what you do, how you do it, and what’s in it for them, but why should they choose you over competitors? How can they be sure that they’ll get this benefit? This is where you include things like your [unique selling proposition](https://www.wordstream.com/blog/ws/2014/04/07/unique-selling-proposition), social proof, trust signals, or anecdotes.

* [Solution] is the only [category] that [unique feature].
* For over [x years], we’ve helped over [X target personas] [achieve benefit].
* Backed by/recommended by [known/influential/trusted institution or person].

### **5. Close with a CTA or question**

Finish off with some sort of action item. This is typically a classic с[all to action](https://www.wordstream.com/blog/ws/2022/04/13/call-to-action-examples)—like buy, register, call, download, sign up—with a reinforcement of the benefit.

* Try [solution] today to [achieve benefit].
* Sign up now so you can experience {feature or benefit} for yourself.
* Give me a call so we can plan your [ideal outcome].

In other cases, you might end with something a little more thought-provoking, like

* So let me ask you, how are you going to [solve] your next [problem].
* So the choice is yours. You can either [old way] or [new way].