

Crafting an Elevator Pitch

Sarah E. Fancher - @fanchidon

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What is an elevator pitch?

- Origins in business
- Strategic communication technique
- Use active language; appeal to listener's goals, values or emotions
- Objective is to begin a conversation!

**What do you do, and
why should I care?**





An effective elevator pitch should...

- **be relevant to your listener.** Know your audience's interests and connect with what they care most about. The elevator pitch is not really about you!
- **have a goal.** What action do you want your listener to take?
- **be clearly understood by your audience.** Show your passion and perhaps share a surprising or memorable fact or anecdote, but avoid jargon and platitudes.
- **be prepared and delivered confidently.** Do you have a ready answer for the most likely follow-up questions?
- **be flexible and natural.** If all goes well, it will be the beginning of a conversation - not a monologue.

Example

Target: Dr. Kermit, an Assistant Professor in his 6th year.

What does Dr. Kermit care most about right now?
Tenure!

“Dr. Kermit, aren’t you up for tenure this year? I’d be happy to show you how to perform citation tracking and identify altmetrics, like social media mentions of your research, that can help to demonstrate the wide-ranging impact of your scholarly work for your tenure dossier.”

