

# How to pitch your business idea in different situations

Now that you've studied how to structure your elevator pitch, it's time to put pen to paper. Writing out the answers to the following questions will help you process your thoughts. So, grab a pen, find a quiet place where you can concentrate and let's begin.

## Part 1

1. What's the problem your current customers or community faced before you started your business?
2. How does your business solve their problem?
3. What are the three main benefits of your business?
  - 1.
  - 2.
  - 3.
4. What makes your business different?
5. Who has your business helped? What were the results?

## Part 2

Now, create three different drafts that will help you communicate the benefits of your business effectively to different audiences. Include the information you added above that seems most relevant to each person below and remember to try to follow the structure from part 1.

### Person 1

This person sits next to you at a dinner party. You strike up a conversation, and they ask you what you do. There's a possibility they could turn into a customer as you have friends in common.

### Person 2

At a trade fair, you're approached by someone who is familiar with the sector you work in. They seem interested in the materials on your stand. How would you pitch your business in this situation?

### Person 3

Somebody calls you as they're collecting quotes from local businesses in the area. They don't have too much time to chat but are interested to find someone to work with today.

## Part 3

All that's left to do is practice. If you can find someone who is not too familiar with your business, that's ideal. If no one is available right away, you can video yourself and study the footage. Although uncomfortable to watch at first, it's a very effective way to polish your pitch. Good luck!