

My Elevator Pitch

v5.9

Offering:

Audience:

[Preframe Story or Metaphor]

For *(Target Buyer)*

who *(Statement of Need or Opportunity),*

our *(Offering Title)*

is a *(Known product/service category)*

that *(Differentiating adjective/phrase)*

[Optional Story or Metaphor]

(Our customers) **take away** *(Value Proposition List)*

[optional ROI example]

{Unlike (Primary competitive alternative),

our offering (Statement[s] of primary differentiation)}.

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Offering:

Audience:

For
who
our
is a
that

[Optional Story or Metaphor]

take away

[optional ROI example]

*{Unlike
our offering*