

# 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)*

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*[Optional Story or Metaphor]*

*(Our customers)*

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

*[ optional ROI example ]*

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*{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*