

MUSICONTARIO &
LONDON MUSIC OFFICE

Elevator Pitch



A Guide To Making Your Pitch

Intro

An elevator pitch is a useful promotional tool when meeting new industry contacts face to face at networking events and conventions. An 'elevator pitch' is intended to grab a person's immediate attention and invoke his or her interest, within the time of a short elevator ride.

An Elevator Pitch focuses on the person with whom you are speaking, not on you! Your pitch should whet the appetite of your listener so that he or she will want to follow up with you. In just a few sentences, a good elevator pitch communicates to your listener who you are, your connection to them, your project/goal/mission, and what the next step of your encounter might be.

Elements of a Good Pitch: 1

Ask yourself, Who am I and what do I do that is unique and distinctive?

Emphasize what sets you apart from other musicians, in order to pique the interest of the person you are meeting.

For help in thinking about what set yourself apart from other musicians, create a brand statement that articulates what makes you unique and memorable to your target audience. Include one or two of your most impressive accomplishments to build credibility. For example, you might state that you are the recent recipient of a Songwriting Competition, or recipient of a grants through an industry association.

Elements of a Good Pitch:

Ask yourself:

- What is my connection to the person with whom I am speaking?
- Why might this person be interested in speaking to me?

Make sure you:

- Give a business card
- Follow up with an email including your information

My Elevator Pitch Template:

1. My name is _____ and I am

(your credentials and what you do)

2. I am interested in speaking with you
because_____
(your connection with this person)

3. I am currently working on/my passion/my goal
is _____
(your project, goal or mission that may be of interest to this person)

4. May I _____?
(your goal from this encounter)

My Elevator Pitch Template Notes:

- Change any long words or jargon into language that your target audience will understand.
- Cut out unnecessary words.
- Finalize your speech by making sure it is no more than 90 words long (excluding the last sentence about your goal from this encounter).
- Be sure to practice it out loud so that you sound natural.

Example:

"I believe that what matters most is what we do to make the world a better place. We started LSTN to help change the world through the power of music. We make beautiful, handcrafted, real wood headphones and use a portion of our proceeds to help people hear for the first time." —Joe Huff