



## Critical Six Sentences Elevator Pitch™

Time: (90 seconds, five minutes, ten minutes, depending on actual timeline)

1. I am (name, title)  
with (company name)
  
2. We provide (detail your services and/or products)
  
3. Our core competencies are (discuss your solutions, project types, big-picture problems that you solve, etc.)
  
4. Our past performance includes (give actual examples, mention names and the metrics of your work)
  
5. We are different because (incorporate metrics into your differentiators)
  
6. We can help your agency/office/company by (mention your socio-economic status here, give examples of three or more upcoming projects you are a great fit for.)