

# The Ideal Elevator Pitch



- **Can you answer these 4 KEY questions:**

1. Who specifically is your **target audience**?
2. What does your target audience **desire** most of all?
3. What **problem** does your target audience have?
4. What **service/therapy** do you provide that resolves that problem?

- **Write down your elevator pitch again by filling in the blanks:**

I'm \_\_\_\_\_ and I help \_\_\_\_\_ (**target audience**)

with \_\_\_\_\_ (**service/therapy**).

It helps \_\_\_\_\_ (**problem**) and allows them to achieve

\_\_\_\_\_ (**desire**).