

# Record and Share Your Business Elevator Pitch



## What is an Elevator Pitch?

An elevator pitch is an overview of your business, and, as the name implies, it is delivered in the time it takes to complete your average elevator ride. It can be one of the simplest yet most powerful marketing tools for a business owner.

## Raise Your Business Profile

Why not record your elevator pitch, lasting no more than **2 minutes** and post it on an online video-sharing platform (i.e. YouTube; Vimeo; Facebook; Instagram etc.) then send us the link to share with businesses and potential customers across Flintshire and the region.

## How to Submit Your Pitch

Once recorded and posted online send the link to [sian.birch@flintshire.gov.uk](mailto:sian.birch@flintshire.gov.uk) and we'll help to promote your business across a variety of media channels.

## Top Elevator Pitch Tips

Introductions – introduce yourself and your business and explain what makes your business different.

Keep It Short - if you can summarise your business in a sentence or two that's a good sign. It will help you clarify your thoughts and help your audience retain, remember, and act on them.

Be Conversational - if you make your pitch more conversational, it can improve the chances of your idea being adopted. Rather than simply transmitting information, a successful elevator pitch should encourage the audience to make a decision. The best way to achieve this is to see a pitch as short conversation.

Avoid Using Jargon - don't assume that using acronyms or technical language will be understood by the audience. Speaking plainly about your business will help to engage more people and hold their interest for longer.

For More Information – end your pitch with how to contact your business or direct customers to your website.