

IT'S A
BLOG!



Elevator Pitch Perfection

Kellie Northwood, The Real Media Collective

We've all been there, the firsthand experience at how terrifying it can be to stand up at a networking event and give a 30, 45 or even 60-second elevator pitch, that snippet of information that the room full of people all want to know about you. The barbeque when people ask 'what do you do?'

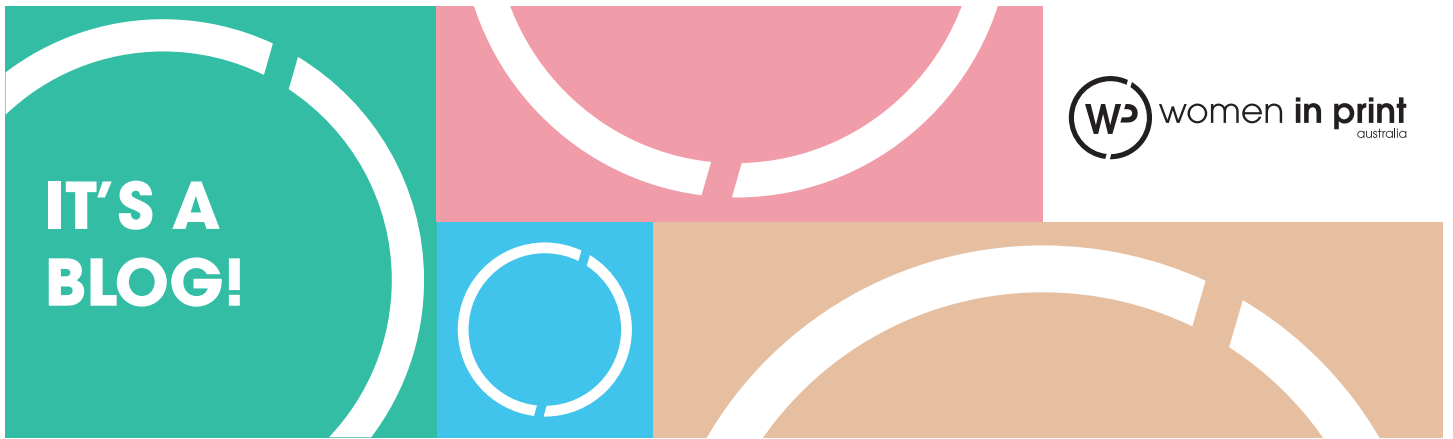
When all the eyes are on you it is easy to completely forget your own name let alone that vital piece of information that will make your service or product stand out from all the others. After going through this I decided to use this lockdown period and do the research. How can I clearly articulate who I am and what I do?

After burying myself in too much academia, I came across some simple steps that I hope will help.

5 Steps to Elevator Pitch Confidence;

- 1. PREPARE** – what's the phrase? Failure to prepare is preparation to fail. So, grab a blank sheet and write down who you are and summarise what you do. Also, what you want to do. Dot points, scribbles, long paragraphs are all welcome. Take time to write this down. It may take an hour, a week or a period longer that you come back to after more consideration.
- 2. REFINE** – from your list of who, what and how notes and thoughts. You then can start to refine and define. Build your notes into a succinct list that you feel defines you clearly. This should be who you are today, not a who you want to be, although you can include aspirational statements – I am a retail account manager, studying business psychology so I can move into retail market strategy.
- 3. PRACTICE** – Once you have refined and have a succinct outline in front of you, start to practice. Out loud, in front of a mirror, in front of friends, the television, you name it. Practicing in front of distracting noise will also help, that's why I like television. In a crowded room you need to keep on message even if other things are going on around you, you can stick to point. The more you practice your pitch the more confident you will feel.
- 4. REVIEW** – It is important to use your friends, family, colleagues to make sure you can build your confidence in presenting and communicating clearly. We heard from Anelli Blundell the importance of communication and projection. How we express ourselves confidently. Reviewing sounds and presentation with peers is key to this step. Ask for feedback. Was that compelling? Was the language clear? Did I present confidently? Don't be offended if the feedback isn't what you expected. Use the feedback to get better.
- 5. CALL TO ACTION** – every interaction we have is important to close with an ask or a return on your investment of time. It might sound transactional however it is important to seek something in return when you interact with others. Think about what you seek in return from your pitch depending on who you are engaging with.

An example may include (this pitch is written for a business engagement):



Hello my name is Kellie and I work across the print media industry.

My role predominantly sits across an organisations called The Real Media Collective which represents all print media channels from commercial print to magazines, packaging to labels, books to signage.

Print media is a critical part of our society and in a digital era, often overlooked. Having worked across the print landscape for twenty years, I remain passionate about the sector and its importance to not only promote the relevance and effectiveness but also the value print media contributes to our everyday lives.

The Real Media Collective does just that, develops campaigns, lobbies government, partners with likeminded industry associations or corporations. Builds industry tools and programs to educate, develop skills to drive future innovations and technologies. All whilst working hand in hand with marketers and media buyers to ensure the channel remains relevant and strong.

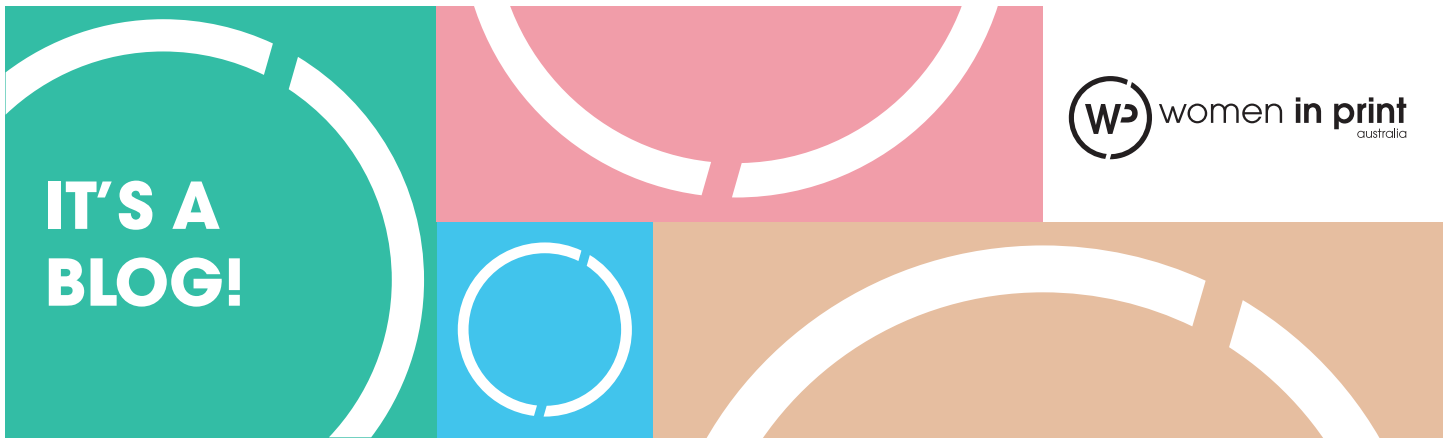
I am a passionate advocate for effective marketing and The Real Media Collective reflects just that. I'd love to engage further and discuss more of what we are doing and how we could share more ideas in this regard.

There are lots of ways to approach this, keep it relevant, personal and in a language that you're comfortable with. If you use language that you're not comfortable with you may find yourself tripping over during the delivery.

A few tools to assist you are attached so please work through, you'll have one for personal and professional so grab that pen and start scribbling. You'll be a professional pitcher in no time!

About the author

Kellie Northwood is the Chief Executive Officer of The Real Media Collective, an industry Association representing the paper, print, mail, publishing and distribution sectors across Australia and New Zealand. She has worked within the print industry for 20 years and held many senior roles in that time, most recently Executive Director, TSA Limited and the Chief Executive Officer of the Australasian Catalogue Association. She sits on many Boards and Industry Working Groups in an advisory capacity and holds a Bachelor of Arts in Communications (majoring in Journalism) and post-graduate studies in Education and Sustainability.



YOUR CHEAT SHEET

Here is a simple worksheet that will help you prepare. It is a good idea to have a few up your sleeve that you can use depending on the pitch. Once you have written them, you can whip out the one that suits best when needed and deliver it with confidence.

1. Who are you?

Stand up – away from the chair
Take a breath and smile State your name and the name of your business

2. Where do you work?

Think about what the people in the room are buying
Remember this is your CV for the interview, not the job
Think benefits not features
What problems do you solve? Don't talk yourself out of it -keep the time!

3. What do you do?

Explain briefly and clearly Use language which makes it come alive
Be descriptive, however stick to message

4. How you can you help?

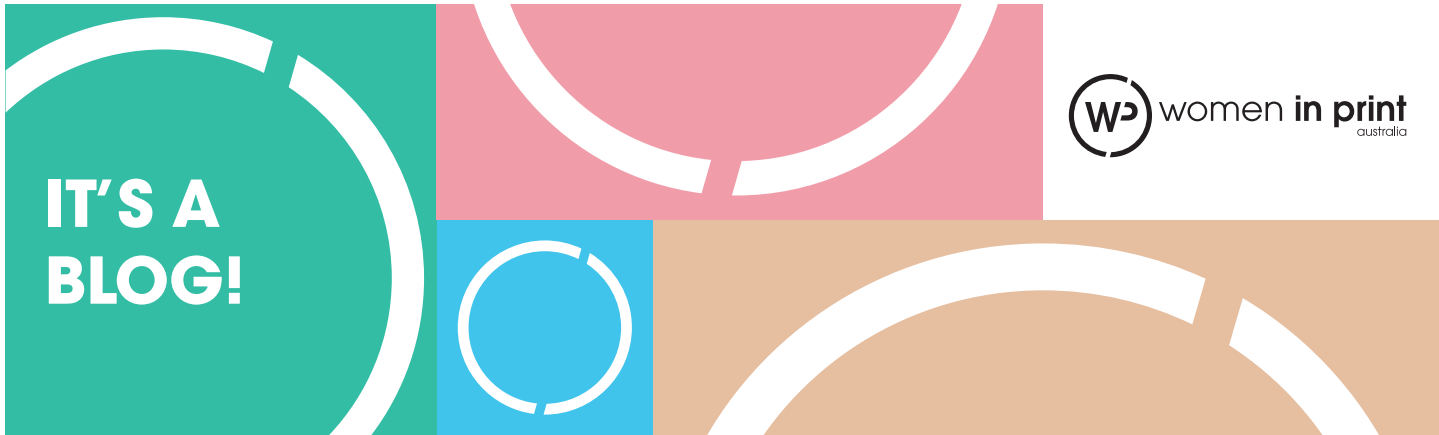
Use a testimonial or a personal comment to make it come alive
What was the outcome for someone who worked with you?
Use examples to talk directly to people in the room

5. How people can contact you?

What do I need to do next? Or
What sort of referral am I looking for? (Be specific)

6. 6 What do you want from this pitch?

Smile and offer the next steps, somewhere to move the pitch to



Elevator Pitch Template

1. Who are you?
2. Where do you work?
3. What do you do?
4. How you can you help?
5. How people can contact you?
6. 6 What do you want from this pitch?