



# Elevating your elevator pitch

Carolyn Rodz. | @carolynrodz



# Today's speaker



Carolyn Rodz  
Founder and CEO, Alice  
[www.helloalice.com](http://www.helloalice.com)  
[@CarolynRodz](https://twitter.com/CarolynRodz)



# Let's get to it...

## What is an elevator pitch?

Start with the goal in mind

Lay out your best case

Create a hook

Make it your own

Practice makes perfect



**First impressions never have a second chance.**



# Your elevator pitch is your first impression

- A short, impactful speech
- An invitation to a deeper conversation
- Sparks interest
- Gives context on the “what” and the “why” of you or your business
- Offers a glimpse of who you are
- Varies based on who your audience is

# A successful elevator pitch...

- Defines the problem
- Describes the solution
- Speaks directly to the audience
- Builds credibility
- Opens the door to a call to action

# A successful elevator pitch...



- Defines the problem
- Describes the solution
- Speaks directly to the audience
- Builds credibility
- Opens the door to a call to action

A photograph of two young women with long blonde hair talking at night. The woman on the left is in profile, looking towards the right. The woman on the right is seen from the back, looking towards the left. They are both wearing dark jackets. The background is dark with some blurred green and blue lights, suggesting an outdoor setting at night.

Pitch to your  
neighbor...GO!

#QBConnect | WiFi: QBConnect

# Everything is better when its backwards

What is an elevator pitch?

**Start with the goal in mind**

Lay out your best case

Create a hook

Make it your own

Practice makes perfect

# What do you want me to do?

- Identify the optimal outcome for your pitch
  - Example: a meeting, a newsletter signup, a website visit, an intro to a key contact
- Outline what I need to know to execute
  - Example: the URL to your site, who you want me to intro you to, important deadlines
- Consider why I might want to do this
  - Example: out of the goodness of my heart, because we have mutual friends, because you are a credible business person
- Make the ask as easy as possible for me
  - Consider a leave-behind
  - Send a follow up email



Write down your goal

#QBConnect | WiFi: QBConnect

# Show us what you've got

What is an elevator pitch?

Start with the goal in mind

**Lay out your best case**

Create a hook

Make it your own

Practice makes perfect

# Cover the basics first

- Who are you?
- What problem do you solve?
- What is the solution?

# Build up your evidence

- Why do I care?
- What makes you credible?
- What is exciting about your business?
- What matters to me?
- Lay out the facts

# Tell me a story

- Make it personal
- Give me context
- Prove it





Tell me why  
I care

# Start strong

What is an elevator pitch?

Start with the goal in mind

Lay out your best case

## Create a hook

Make it your own

Practice makes perfect

# Open the door for more

- Break the ice
- Start with your most compelling piece of data
- Keep it simple
- Be authentic
- Start strong



A stage setup featuring a silver microphone on a stand to the left, a dark wooden stool in the center, and a red velvet curtain on the right. The floor is made of light-colored wood. The scene is dimly lit, with a spotlight effect on the microphone and stool.

Test out your hook.  
(Don't be shy.)

#QBConnect | WiFi: QBConnect

# You do you

What is an elevator pitch?

Start with the goal in mind

Lay out your best case

Create a hook

**Make it your own**

Practice makes perfect

A man in a light blue shirt is seen from behind, gesturing towards a large, blurred audience seated in a dark room. The scene is lit with warm, ambient lighting, suggesting a professional event or conference.

Pitch your own way.

#QBConnect | WiFi: QBConnect

# Become an expert

What is an elevator pitch?

Start with the goal in mind

Lay out your best case

Create a hook

Make it your own

**Practice makes perfect**

# Tweak forevermore

- Say it
- Write it
- Sing it
- Present it
- Record it
- Hear it
- Improve it



# Feedback round



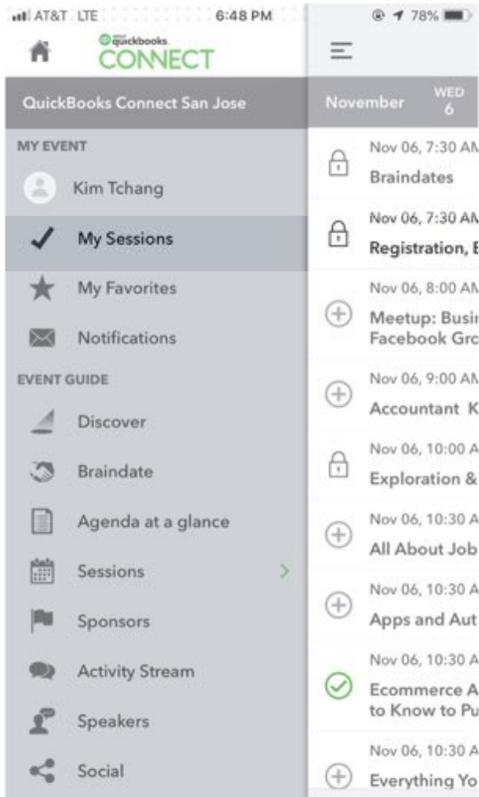


# Questions?

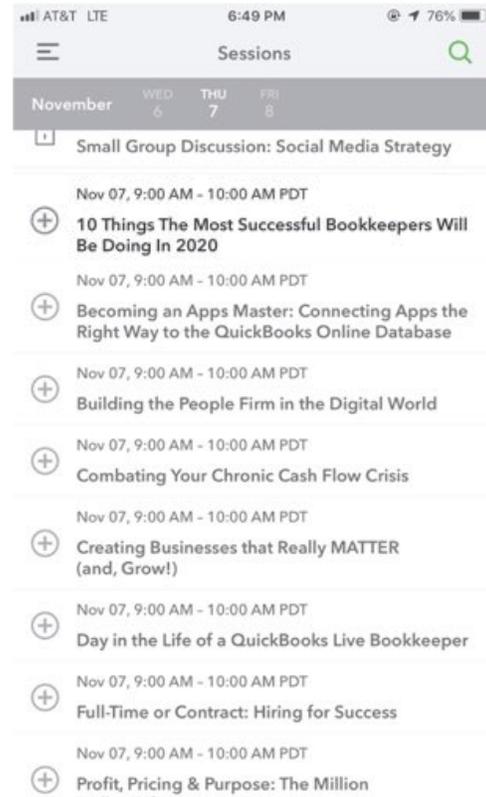
# Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

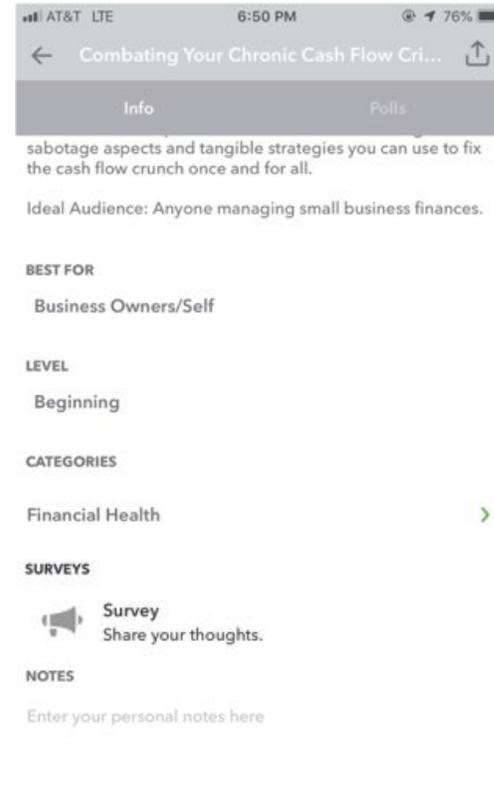
## 1. Select Sessions



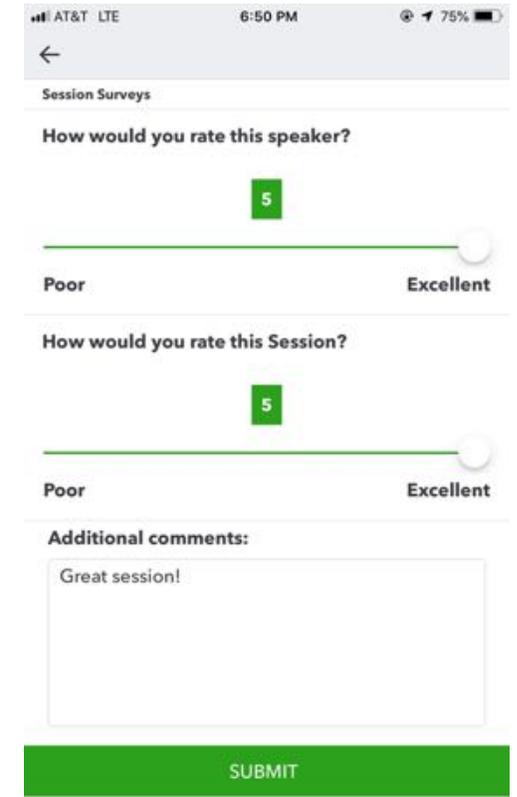
## 2. Select Session Title



## 3. Select Survey



## 4. Add Ratings



# Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks CONNECT agenda page for November 7. The page features a navigation bar with links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. A 'Register now' button is located in the top right corner. Below the navigation bar, there are tabs for 'November 6: Accountant Day', 'November 7' (which is selected and underlined), and 'November 8'. A 'Print Agenda' button is also present. The main content area includes a search bar labeled 'Search for sessions' and a row of filter buttons: 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health'. An 'Expand all +' link is on the right. The agenda items are listed in a table-like format with time slots on the left and session titles on the right. The sessions include 'Registration, Breakfast & Exploration', 'Braindates' (with a description and 'Learn more' link), 'Yoga', and 'Breakout Sessions' which includes 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm'. Each session has a '+' icon on the right side.

 **CONNECT**

OWN  
THE  
FUTURE  
TURE