



Fabulous business solutions

PERSONAL ELEVATOR PITCH MADLIB

The truth is, when it comes to the statement “tell me what you do”, most entrepreneurs manage to screw it up. How much better would the world be if every startup could explain their business well in one small statement that could be said before you reach the next floor of the elevator?”

To help entrepreneurs perfect the art of the micro pitch, here’s a simple template in Mad Libs style:

We want to answer these questions:

1. Who you are
2. What you do
3. What you are the best at
4. What problem you solve

We want to:

- a. What to win/achieve in (where) by (how will you win, have the advantage)

When it comes to (situation) (client type, customer) need a way to (problem to solve) so that (desired outcome)

We can (problem to solve, challenge to meet) by (action to take, solution to create)

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Hi, I'm _____.

I am (title) _____ for/of (company name)
_____.

(Company Name) _____ provides (verb or non)
_____ and (verbs or nouns)
_____.

I work with (ideal client) _____ who are (adjective/adverb)
_____ and (adverb)
_____.

We are the best at (solve a problem)
_____,
_____ and (offering) _____
_____.

I love to (verb/actions) _____
through (verb/actions) _____ and
(verb/actions) _____.

My work is perhaps best summarized as

_____. (use plain but powerful
language)

(company name) _____ (specializes in)

_____, (outcome, initiative, deliverable) and for
(result) _____

