

B.A.I.T. Method

A guide to structure your Winning Elevator Pitch

The way we communicate and seduce has radically changed. If you are reinventing yourself, if you are an entrepreneur looking for investors, a hard worker, a freelancer or a fundraiser of a social cause, you know how relevant it is to have a **winning and compelling elevator pitch** to achieve your goals.

An elevator pitch is a brief, persuasive speech that you use to spark interest in what you do, what your organization does or what your project or cause is about. You can use it to create interest in a project, idea, or product – or in yourself. A good **elevator pitch** should last no longer than a short elevator ride of 20 to 30 seconds, hence the name. They should be interesting, outstanding, and concise. The elevator pitch needs to explain what makes you – or your organization, product, or idea – unique, different, and authentic.

The B.A.I.T method gives you the light and the focus that you may need to structure and deliver a winning and persuasive pitch. Take a paper and a pen, and respond to the following questions below. The answers will help you prepare, structure and practice the elevator pitch script.

Start by thinking about the objective of your pitch.

What's the objective of your pitch?

Be authentic

Being authentic is crucial to delivering your pitch in line with your style, personality and values. Authentic people accept themselves as they are and feel free and brave to overcome barriers and difficulties to achieve their desired goals.

Describe what makes you authentic (keywords that best describe you)

Remember a situation where you were authentic

Think of a word, animal, situation, picture or object that can help you remember your authenticity

Awake the zombie

Before starting your pitch, **engage your audience**. Imagine you are the fifth entrepreneur to present the pitch in front of the jury, who are a bit tired or distracted after listening to the previous pitches. **How can you awake them?** I remember an entrepreneur who started the pitch remaining in full silent for 15 seconds. This action captured the attention of the audience. Another entrepreneur started the pitch signing a song, which immediately caught the attention of everyone in the room.

Specify what you will do to awake the zombie

Impact the zombie

The audience is now engaged. They look and listen attentively to you. It's the moment to **present the topic** that you are going to present, gaining the attention and willingness of people to learn more. The first seconds need to be impactful enough to capture attention. Presenting **relevant data**, asking a **question** inviting them to think, or showing them an **impressive picture** are some of the techniques that you can use to define the theme and ensure the people are connected.

Specify what you will do to impact the zombie

Tell your story

It's time to tell your story and **get into the details**, making the story interesting and relevant to the audience. The examples, the **anecdotes** and the **metaphors** can help you make the story more appealing and smart. You have to impress your audience, so they remember you, your project and its impact. I remember a fundraiser who raised the attention of donors by inviting the beneficiary of the cause to present its personal story which was possible thanks to a major contribution from an individual donor.

What opportunity/problem does your project/idea solve?

What's your solution?

How does your project/idea solve the problem?

Who is your target audience?

What are the benefits/impact of your solution?

Who is behind the project?

What makes the project/idea different, special? (Explain key differentiators from competitors)

What milestones have you accomplished and what goals you plan to achieve?

What's your business model?

How would you know that your pitch is appealing?

This is the big question. I always say that a winning elevator pitch is the one that seduces and provokes an action, a communication or relationship excuse such as a coffee session, a meeting to learn more or an acknowledgement. In other words, your elevator pitch will also be successful if you are authentic, sexy and unique.

How will you know that your elevator pitch is attractive?

Now it's time to practice, practice and practice!

Who is Silvia Bueso?



Silvia Bueso is the founder of 'El arte de pedir' (The Art of Asking) and delivers conferences and workshops and is a certified coach and consultant. She teaches her own method as a way to **raise funds** for social causes, NGOs and foundations; to **communicate effectively** the project; to **attract and retain customers** for the business or to **reinvent professionally** and get the ideal job.

She has a degree in Law from the University of Barcelona (UB) and a degree in Journalism from the Pompeu Fabra University (UPF). She has completed the ESADE Management Development Program. She is a certified coach by ICF and has completed the international leadership program of CTI. She has held positions of responsibility in the fields of corporate communication in different companies and multinationals and has served as a fundraiser for Fundación ESADE.

Ah, and she has recently launched a **book**. Guess the title! **El arte de pedir para conseguir tus objetivos** (The Art of Asking to Achieve your Goals).

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