Seven questions to ask before constructing your elevator pitch

1. Who is your audience? Elected officials, potential advocates, volunteers, reporter, someone else?

2. What is your goal? What is your campaign seeking to accomplish?

3. What is the problem your campaign is trying to address?

4. What is your personal motivation for this campaign?

5. Why should your audience care? How can you appeal to their self-interest?

6. How do you want your audience to feel about what you said?

7. What action do you want your audience to take?

Exercises

1. Apply your answers from the above questions and use the 27-9-3 rule to concisely explain your campaign goal and what you are trying to accomplish.
   a. 27 words—use no more than 27 words to explain your point
   b. 9 seconds—take more than 9 second to explain your goal
2. Brainstorm a good hook. What question could you ask your audience to get them interested in hearing more?

**Example Elevator Pitch Outline**

1. Introduce yourself and/or engage with a question
2. Explain what your campaign is about
   - What is the problem?
   - What is your solution?
3. Request action

**Quick Tips**

- Keep your pitch clear and concise
- Know your audience
- Avoid using jargon
- Share your passion/Tell a short story
- Practice

**Homework**

Using your responses and the tips above, write out a draft elevator speech for your campaign. Don’t worry about making it perfect. Try it out – practice it out loud in front of friends or family and get their feedback. If your pitch is getting too long, try narrowing down parts of it using the 27-9-3 rule.