

THE ART OF TELLING YOUR STORY

Once upon a time _____
Every day, _____
One day _____
_____. Because of that, _____
_____. Because of
that, _____
_____. Until finally
_____.

Elevator Pitch sentence
structure:

FOR (target customer), WHO HAS
(customer need), (product name) IS A
(market category) THAT (one key benefit).
UNLIKE (competition), THE
PRODUCT (unique differentiator).

We work with
(stakeholders)

Who are trying to
(problem you are solving)

We enable people to
(primary benefit you
deliver)

Unlike (life without you)

What sets us apart is
(unique advantage)

OUR STORY



3 REASONS TO ENGAGE

- 1.
- 2.
- 3.

3 REASONS NOT TO ENGAGE

- 1.
- 2.
- 3.

WHO AM I?

GENDER, AGE, OCCUPATION

VALUE PROPOSITION

MY CORE VALUES + INTERESTS

WHERE DO I LIVE ON AND OFF LINE?