

## Making a pitch – making an elevator pitch

A pitch means to throw something: the pitcher in a game of baseball is the person throwing the ball. Here a pitch is something you say quite quickly to capture someone's interest. It is short, maybe 30 seconds, or a minute: the time it takes to explain something in an elevator (lift).

The idea is to hook your listener with your project, or to get a job. You can also use a pitch when someone asks you to present yourself for an interview. **All pitches are therefore different.** Here are some examples of pitches. The first two are aimed at getting a job.

**WHATEVER THE PITCH YOU ARE MAKING, YOU MUST PREPARE, PRACTICE AND BE PERFECT!**

### The Elevator Pitch for a job:

([https://youtu.be/Lb0Yz\\_5ZYzI?si=oSKUllUpy8EE0u7z](https://youtu.be/Lb0Yz_5ZYzI?si=oSKUllUpy8EE0u7z))

Pretend you are in an elevator with the person you really want to work for.

- 1/ She starts by introducing early: "I'm Lauren Berger" ...
- 2/ a little background
- 3/ explain the school... and the context
- 4/ you must connect with the person you are talking to... Say, you are a PR manager manager...
- 5/ You've got to make the "ask". This is the scary part, because you might be rejected
- 6/ the close out

### Heather Austin proposes 4 steps in a 30-second pitch:

<https://www.youtube.com/watch?v=Et10P4sHblA>

This is a shorter pitch, with four steps:

- 1/ Who are you and who do you help?
- 2/ Why are you passionate about what you do?
- 3/ What makes you unique?
- 4/ How does the current opportunity related to your current goals and aspirations?

### Mat Shore's very basic, very short pitch to sell a product or service... in 20 seconds.

[https://www.youtube.com/watch?v=p8\\_mBNyLHVA](https://www.youtube.com/watch?v=p8_mBNyLHVA)

You have to get to the essentials immediately, and tell your listener 3 things:

- 1/ Insight: What problem are we solving? What pain-point or problem are we addressing?
- 2/ Benefit: What value are you giving to your target customer?
- 2/ Superiority: What makes us better?

### See also the Warwick University webpage on elevator pitches here:

<https://warwick.ac.uk/wie/training/ug-students/skillsfestival-ug/practicalskills/elevatorpitches/>

These are words taken from this page, with their synonyms (compiled by Gemini, 23 June 2026)

**Succinct**; Concise, brief, compact; **Convincing**; Persuasive, compelling, credible; **Tailor**; Adapt, customize, modify; Hook; Angle, draw, inducement; **Jargon**; Slang, buzzwords, terminology; **Frame**; Structure, context, outline; **Internalise**; Master, absorb, integrate; **Relevant**; Applicable, pertinent, significant; Strategically; Deliberately, intentionally, calculatedly; **Advocacy**; Championing, promotion, backing.