

Crafting Your ACC Elevator Pitch in Three Steps

Elevator pitches are concise, compelling summaries that quickly capture someone's attention and interest. They're a powerful tool for making meaningful connections, whether you're networking, presenting to a new audience, or seeking sponsorship.



The Importance of Elevator Pitches

1 Networking

Use your elevator pitch to make a lasting impression and start meaningful conversations with new contacts in your in-house community.

2 Presentations

Grab your audience's attention with a concise, impactful pitch that highlights your chapter's key value proposition.

3 Sponsorships

Pitch your chapter or initiative to potential sponsors, emphasizing how a partnership would be mutually beneficial.

Step 1: Identify Your Key Message

Define Your Member Value Proposition

What makes your ACC chapter stand out from the competition?

Highlight the Benefits

Focus on how your chapter's offering can solve a problem or improve someone's life.

Make the Call to Action

Close with a clear, compelling request to continue the conversation or take action

Step 2: Craft a Concise Pitch

Structure

Your pitch should have a clear beginning, middle, and end. Start with a hook, explain the problem and solution, and end with a call to action.

Length

Aim for 30-60 seconds. Any longer and you risk losing your audience's attention.

Language

Use simple, conversational language that your audience can easily understand.

Example 1:

“ A lot of cleaning products have really harsh chemicals that can be bad for you and the environment. My company Pure Living makes plant-based cleaning products that are supposed to be eco-friendly. We sell our products all over the place and have a tree planting initiative too, I think. Anyway, you want a free sample bottle? Just take one, I got extras.

”

Example 2:

“ You know how frustrating it is when household products are made with harsh chemicals and toxins? That's why I started Pure Living - we make affordable, plant-based cleaning supplies that are completely eco-friendly and safe. Our products are sold nationwide and we plant a tree for every purchase. I'd love to give you a free sample to try if you'd like? ”

Step 3: Practice and Refine

1

Rehearse

Practice your pitch out loud with friends or colleagues.

2

Seek Feedback

Ask for honest feedback and be open to suggestions for improvement.

3

Iterate

Use the feedback to refine your pitch, and keep practicing until it feels natural and polished.