THE ELEVATOR PITCH

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ELEVATOR PITCH
WHAT IS AN ELEVATOR PITCH?

• A brief, persuasive speech
• Used to spark interest in you or your organization
• Should last 20-30 seconds (time of an elevator ride)
• Make it interesting and memorable
• Explain what makes you or your organization unique
  • Unique professional value
  • Qualifications for the particular position
COMPONENTS OF THE PITCH

- Know your target & what interests them
- Lead with an interesting hook/intro
- Catch their attention
- What do you want your audience to remember most?
- What makes you or your organization unique?
- Impress the listener
- End with a call to action or question
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).
EXERCISE/OUTLINE

• **Hook/Intro:** Hi, I wanted to introduce myself because… OR in response to, “What do you do?”

• **Remember:** (Something memorable)

• **Impress:** (Stats to back it up)

• **Call to Action:** (Ask if you can follow-up, meet for coffee, discuss opportunities)

Practice it in a variety of ways until it becomes effortless… and conversational!
EXERCISE/OUTLINE

- **Hook/Intro:** Have you heard what the AMA is up to lately? (or an intro relevant to the interaction)
- **Remember:** (Latest initiative or proof point)
- **Impress:** (Stats to back it up)
- **Call to Action:** (Suggest they sign up as a member, join a committee, etc.)