



AUDIENCE:

Topic	Beginning of phrase	Finish the sentence
WHO	<p>We are / I am</p> <p>Our clients include / We work for</p> <p>The reason why we / I started the company because</p> <p>.....</p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
WHAT	<p>We help our clients</p> <p>Our product/service is</p> <p>Our products are characterized by</p> <p>.....</p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
WHY	<p>Our clients buy our products because</p> <p>We are different from our competitors because</p> <p>We had a client who experienced</p> <p>.....</p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
HOW	<p>You can buy our products by</p> <p>It works by</p> <p>You can get in touch with me by</p> <p>.....</p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

FORMULATION OF THE ELEVATOR PITCH