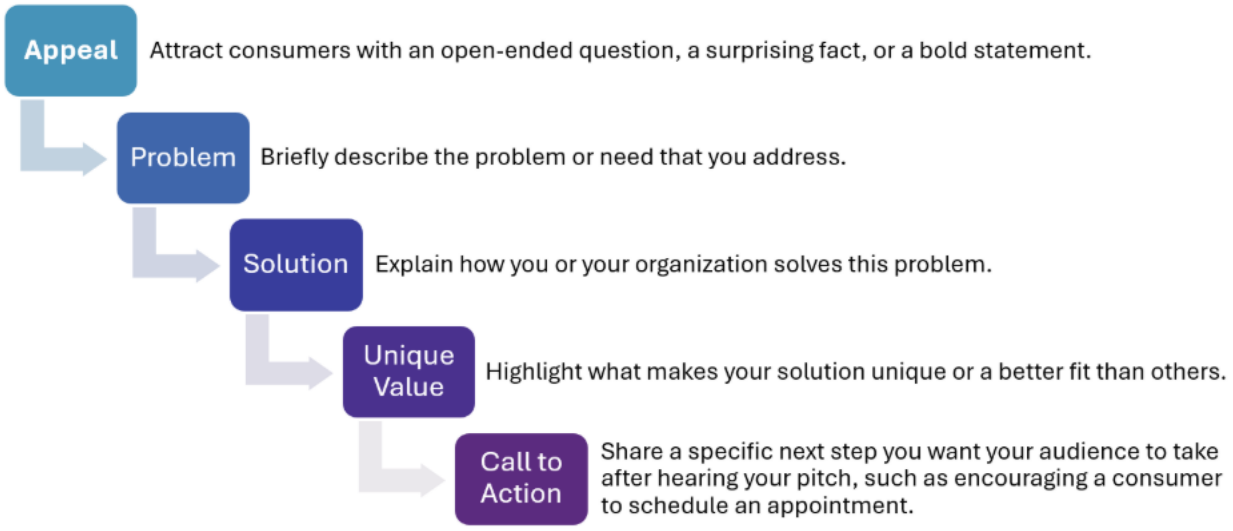
Elevator Pitch Worksheet

Use this worksheet to create sample elevator pitches that you could modify for future introductions to potential consumers or partners. For each scenario below, answer the prep questions first and then use your responses to draft both a short and long version of your elevator pitch.

- Scenario 1: Consumer Appointment
- Scenario 2: Back-to-School Event
- Scenario 3: Coalition Call

Remember: Know your audience. Explain acronyms, complex terms, and industry jargon. Strike a balance between being informative, accurate, and thorough to ensure accurate representation of the work.

How to structure your pitch:



Scenario 1: Consumer Appointment

A local partner schedules an appointment for their client, who is potentially eligible for Marketplace coverage and consented to be connected to your services.

Prep Questions

1. **Describe your role within the organization.**

2. **Describe your role as a Navigator. Think about the scope of your work and what services you can provide as a Navigator.**

3. **Describe your organization and its capabilities. Think about the scope of your organization and the work it completes, including Navigator services and other resources.**

4. **Describe what you know about this consumer's situation and specifically how your Navigator program can assist.**

Elevator Pitches

Write out your 30-second elevator pitch (3-4 sentences).

Write out your 2-minute elevator pitch.

Scenario 2: Back-to-School Event

You are tabling at a back-to-school event where you have the opportunity to reach out to potential consumers and their families in person.

Prep Questions

1. **Describe your role within the organization.**

2. **Describe your role as a Navigator. Think about the scope of your work and what services you can provide as a Navigator.**

3. **Describe your organization and its capabilities. Think about the scope of your organization and the work it completes, including Navigator services and other resources.**

4. **Describe the event and who may be attending. Think about what your Navigator program can offer specifically at this event.**

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Write out your 2-minute elevator pitch.

Scenario 3: Coalition Call

You will be attending a coalition call where you will have the opportunity to introduce yourself and your organization to potential partners and collaborators.

Prep Questions

1. **Describe your role as a Navigator within the organization.**

2. **Describe your organization and its capabilities. Think about the scope of your organization and the work it completes.**

3. **List out your Navigator program's geographical service areas (e.g., counties, cities) and whether your services are provided in person or virtually.**

4. **Describe the coalition and partners on the call. Think about your organization's unique value-add and where there is alignment with partners.**

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Write out your 30-second elevator pitch (3-4 sentences).

Write out your 2-minute elevator pitch.

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