

THE ELEVATOR PITCH

Watch the video and complete the script

Watch from 0.37 to 1.22

Woman: Whooh, hi!

Man: Hi.

Woman: You're...uh Michael the _____, right?

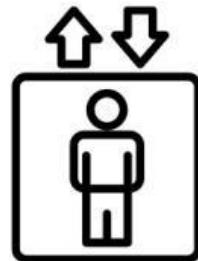
Man: Yeah, do I know you?

Woman: Maggot?

Man: Oh, whoa. I was _____ for that.

Woman: Well, take. Hello, I've just finished a _____ in marketing and I'm looking for employment. In _____ turn _____. I'm an organised person and I know how to use a calculator. Are you _____?

In brackets end of _____.



About the pitch: Match the ideas

1. The woman didn't make a good impression because...
2. Her message was difficult to understand due to...
3. The main problem in her delivery was...
4. In her pitch, she was missing...

- a. her reading off cards.
- b. her poor skills, lack of practice and eye contact.
- c. her accomplishments and strengths.
- d. her body language was inappropriate.

The elevator pitch: Complete the summary with the following words

STRENGTHS HOOK PERSUASIVE ACCOMPLISHMENTS SUCCINCT TAGLINE

In order to give a good elevator pitch, you should be _____ but _____. Mention your _____ and _____ but don't forget to introduce your idea with an attractive _____. Finally, it is always a good idea to finish your idea with a _____.