

THE ELEVATOR PITCH

Watch the video and complete the script

Watch from 0.37 to 1.22

Woman: Whoo, hi!

Man: Hi.

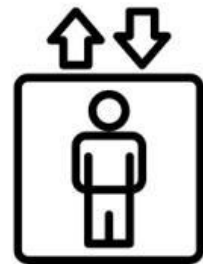
Woman: You're...uh Michael the _____, right?

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 _____.