

WRITING YOUR PROJECT'S ELEVATOR PITCH

An elevator pitch is just a concise way of introducing yourself/your work to someone new. It should be 2-3 sentences long. The idea is to tell someone who you are, what you do, and what you're working on in a conversational, informal way.

The pitch should be an opening to a larger conversation and give the person you are addressing a space to ask you questions or respond to what you've said.



Here are the steps:

1. Write 4-5 sentences about what you do, and what you are working on currently.
2. Edit down to what can be spoken in 30 seconds.

Example:

Hi, I'm Nadja. I'm an artist, writer, curator, and educator based in Windsor, ON. I work on a lot of different kinds of projects where I get to learn about ideas and practices and find ways to support and connect.

Right now, I'm writing about community arts. Have you ever participated in a community arts project?



Looking for another example? Check out this link:

https://careerdevelopment.princeton.edu/sites/g/files/toruqf1041/files/media/elevator_pitch.pdf



GROWING CREATIVE CAREERS



Writing your Project's Elevator Pitch:

Give it a Try!

What can we say when someone asks us about our project(s)? You can use the following prompts:

1. Who am I?
2. What do I do?
3. What do I want?

