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### Crowdsourcing a Skill Set to Manage the Legal Information of the Future: Learn How to Pitch

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## Skill Set: Learn How to Pitch

Using the elevator pitch tool is an effective way to communicate your value, needs, and work at your organization.



## What is an elevator pitch?

It is a communication technique that allows you to share an idea or information with someone in a quick, informative, and interesting way. Learning how to build pitches about your work, accomplishments, and ideas will help you to engage and educate the people you need to support your goals.

## How will it keep your job relevant?

The days of assuming that people understand and appreciate the importance of your work are over. In the resource competitive and student/client focused environment of our organizations, if you don't articulate how your work contributes to the organization, people are going to assume what you are doing is unimportant. That's not good for your library and it is not good for you professionally.

## How will it develop you for your next job?

Concise communication with specific examples will make you a strong candidate during interviews and will help you be effective in a new work environment more quickly.

## Tips

- Don't think of an elevator pitch as a way to "sell" something, think of it as a communication tool.
- You can use an elevator pitch anywhere, anytime - walking to/from the parking lot, at circulation desk, at an informal work gathering, etc.
- Remember the 3C's
  - Concise – keep it brief and focused, using clear language instead of jargon
  - Customized – address the specific interests and concerns of the person listening
  - Conversational – people don't want to feel like they are being "pitched to"



## How to Get Started

The most basic pitch explains the problem your solution solves. You can use the following format as a simple cheat sheet to help you launch your pitch when talking to someone:

“You know (describe problem/need for them), well, the library can (describe what service you provide).”

Examples:

“You know how you love to read the New York Times, well, the library has an institutional subscription you can use to create an account – can even use the phone app with it!”

“You know how the library needs more space on the first floor, well, we could strategically reclass some materials to be shelved on the second floor.”

**“You know \_\_\_\_\_,  
well, the library can \_\_\_\_\_.”**

## Using the Message Mapping

You want to identify your potential topics you want to be able to pitch. Think about what you want to highlight or promote. Remember you can focus on a project, a product, an idea, or even yourself.

### Step One: Create a Headline

The headline is the one single overarching message that you want people to know. Ask yourself, “What is the single most important thing I want my listener to know about my [product, service, idea].” Draw a circle at the top of the message and insert the headline.

### Step Two: Support the headline with three key benefits

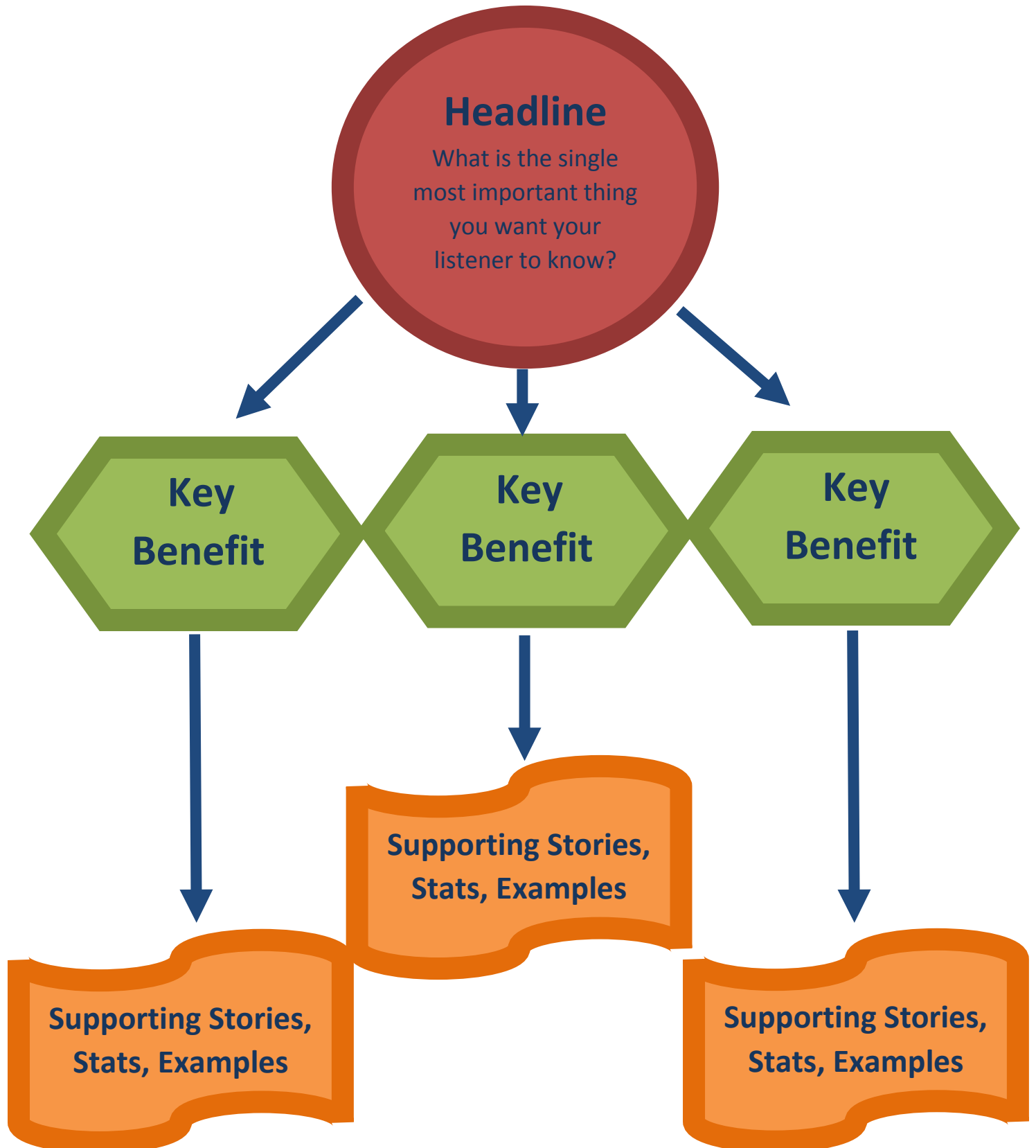
Specifically outline the two, three, or, at most, four benefits of your product. Draw three arrows from the headline to each of the key supporting messages.

### Step Three: Reinforce the three benefits with stories, statistics, & examples

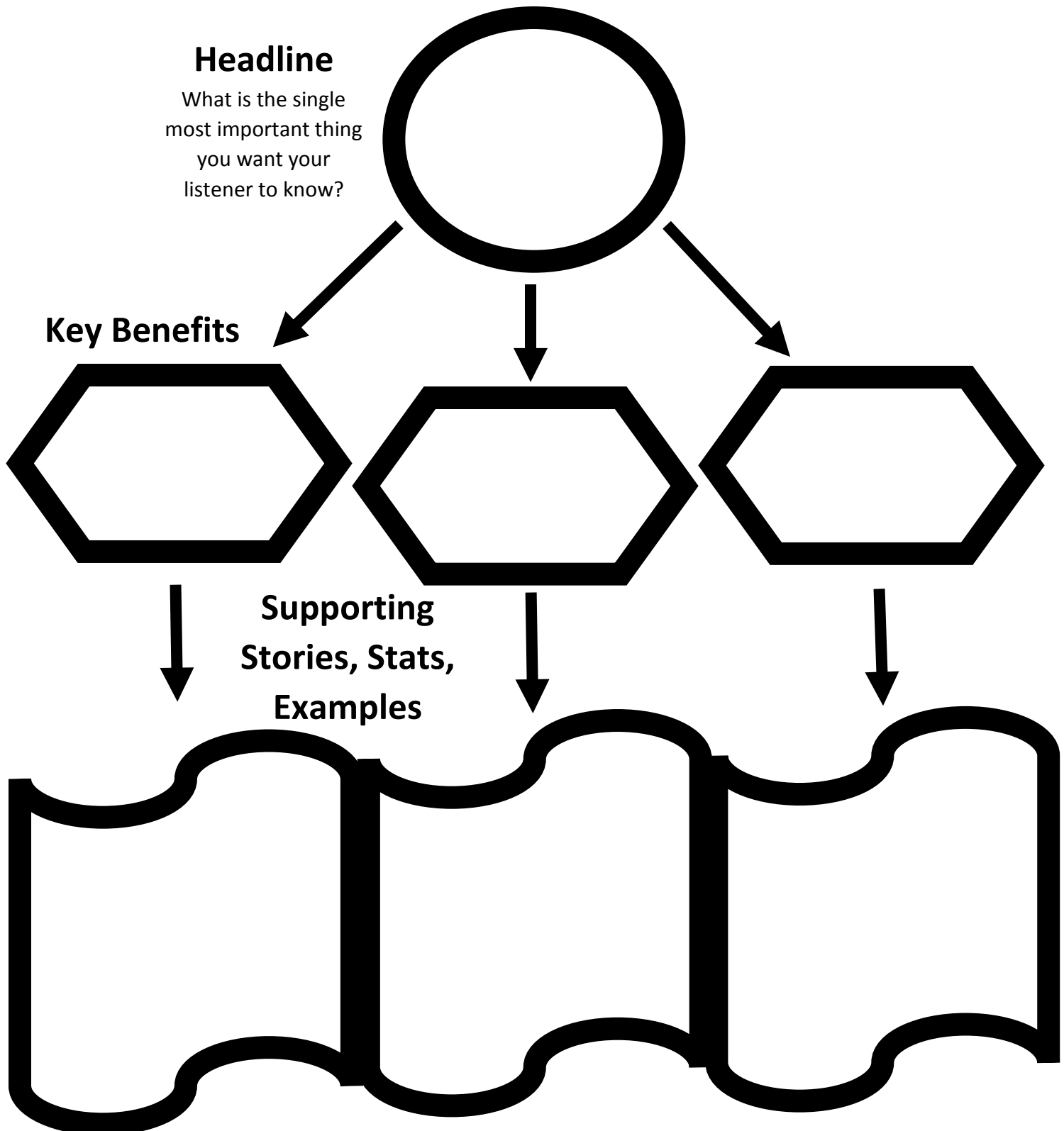
Add bullet points to each of the three supporting messages. You don’t have to write out the entire story or examples. Instead write a few words that will prompt you to deliver the story.

A message map is the visual display of your idea on one page. Building a message map can help you pitch anything (a product, service, company, or idea) in as little as 15 seconds. Or it can be used as a way to organize your thoughts for a longer talk, such as a 5-minute presentation at a meeting.

# Message Mapping



## Do Your Own Message Mapping: For a Library Service, Resource or Event



## Resources to Explore

### BOOKS



*The New Elevator Pitch* by Chris Westfall,  
Marie Street Press, 2012. 9780985414801

*No Sweat Elevator Speech!: How to Craft YOUR Elevator Speech, Floor by Floor, with No Sweat!* by Fred E. Miller and Charles Manion,  
Fred Company, 2nd edition, 2014. 9780984396771

*Small Message, Big Impact: The Elevator Speech Effect* by Terri L. Sjodin,  
Portfolio, Revised edition, 2012. 9781591845485

### ARTICLES

“6 Tips for Perfecting Your Elevator Pitch” by Dwight Peters *Entrepreneur.com*  
(August 27, 2013)

<http://www.entrepreneur.com/article/228070>

“7 Steps to Deliver Your Best Elevator Pitch” by Evan Taylor *USNews.com*  
(January 17, 2014)

<http://money.usnews.com/money/careers/articles/2014/01/17/7-steps-to-deliver-your-best-elevator-pitch>

“How to Master Your Elevator Pitch” by Christine Lagorio-Chafkin *Inc.com*  
(May 24, 2010)

<http://www.inc.com/guides/2010/05/mastering-business-elevator-pitch.html>

## Resources to Explore

### GUIDE

*Preparing Your Elevator Speech*

by Graziadio School of Business and Management  
at Pepperdine University (visited May 3, 2016)

<http://bschool.pepperdine.edu/career/content/elevatorspeech.pdf>

### VIDEOS

“Message Map: How to Pitch Anything in 15 Seconds” by Forbes on YouTube.com  
(published July 19, 2012)

<https://www.youtube.com/watch?v=phyU2BThK4Q>

“The Art of the Elevator Pitch: Chris Westfall” by Chris Westfall on YouTube.com  
(uploaded September 15, 2011)

<https://www.youtube.com/watch?v=GqsWKaR9Q6M>

“6 Elevator Pitches for the 21st Century” by Daniel H. Pink on YouTube.com  
(published on February 8, 2013)

<https://www.youtube.com/watch?v=XvxtC60V6kc>

“How to craft your 30 second elevator pitch or networking introductions”  
by Kathy McAfee on YouTube.com (uploaded on August 13, 2009)

<https://www.youtube.com/watch?v=tgCssZhVUUE>

