| Topic | Elevator Pitch and Web Design |
|---|---|
| **Reference** | https://www.godaddy.com/garage/what-is-an-elevator-pitch-and-why-your-business-needs-one/ |
| **WEBSITE GOALS** | To help users understand what an elevator pitch is and why businesses need one |
| **WEBSITE MESSAGE:** | You NEED an Elevator Pitch |
| **Tone** | Clean, modern, precise |

**Introduction** *What is this about?*
Learning what an elevator pitch is, is a great way to get closer to your goals. It's commonly used in a variety of business settings and can be summarized as an executive summary of your business that explains what your company does and how it delivers on its promise

**Reader Message** *What's in it for me? Why should I read this?* An elevator pitch is meant to generate interest about your business and leave your audience wanting to know more. When you take the time to perfect your elevator pitch and use it in the right setting, it can be the most powerful tool in your networking toolbox.

**Content** What is the information?
What is an elevator pitch?
Why do you need an elevator pitch?
How to create a strong elevator pitch.

**Organize**

alphabetical
categorical
cause and effect
inherent structure
order of importance
simple to complex
sequential
spiral
subordinate to higher
whole to parts

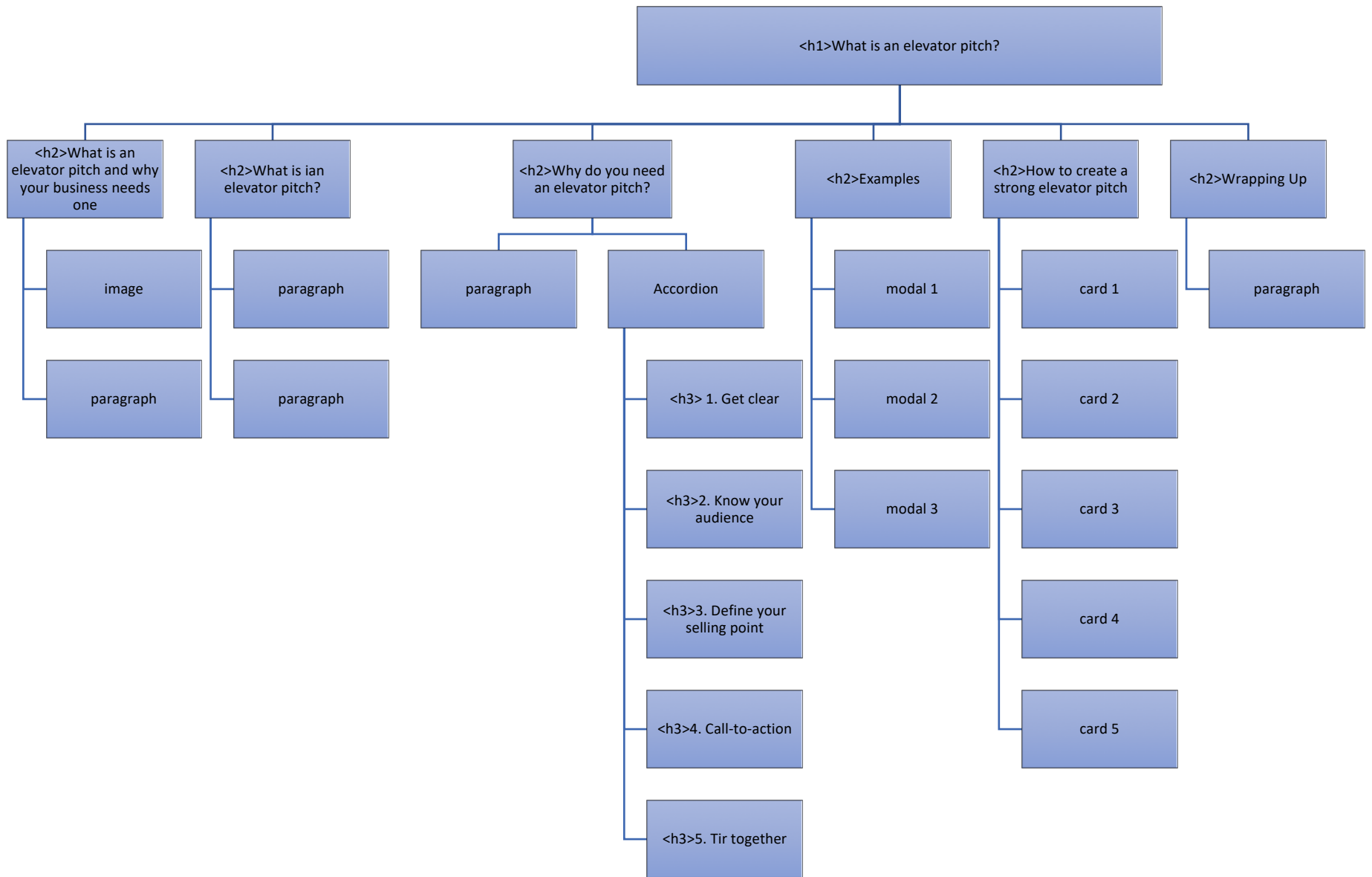**How am I going to tell this story? Point of View?**

1. What it is
2. Why you need one
3. How to create one
4. What to expect and how to make it work for your company

| OUTLINE | | |
|---|---|---|
| | **heading and content** | **organization/element** |
| h1 | Title: What is an elevator pitch and why your business needs one | |
| | Byline: By Brenda Barron | |
| | Introduction | |
| h2 | What is an elevator pitch? | |
| h2 | Why do you need an elevator pitch? | |
| h3 | It can be used as a tag line | |
| h3 | Use it during networking events | |
| h3 | Helps you generate new leads | |
| h3 | Use it on printed material | |
| h3 | Helps you make a great first impression | |
| h3 | Overcomes short attention spans | |
| h2 | How to create a strong elevator pitch | |
| h3 | Get clear on who you are and what you do | |
| h3 | Know your target audience (aka your ideal client) | |
| h3 | Define your unique selling point | |
| h3 | Develop a call-to-attention | |
| h3 | Tie it all together | |
| h2 | Wrapping Up | |

**NOTES**

**This is an article so just try to make it look more appealing, but still easy enough to read, and to grab the reader's attention.**

# What is an elevator pitch?

`<h1>What is an elevator pitch?`

- `<h2>What is an elevator pitch and why your business needs one`
  - image
  - paragraph
- `<h2>What is ian elevator pitch?`
  - paragraph
  - paragraph
- `<h2>Why do you need an elevator pitch?`
  - paragraph
  - Accordion
    - `<h3> 1. Get clear`
    - `<h3>2. Know your audience`
    - `<h3>3. Define your selling point`
    - `<h3>4. Call-to-action`
    - `<h3>5. Tir together`
- `<h2>Examples`
  - modal 1
  - modal 2
  - modal 3
- `<h2>How to create a strong elevator pitch`
  - card 1
  - card 2
  - card 3
  - card 4
  - card 5
- `<h2>Wrapping Up`
  - paragraph

intro.- Section 1

# H1 Heading
(title of Article)

hero image

Section 2 - graphic

# What is an Elevator Pitch?

large, fun graphic

Section 3 - Accordion

H2

## Why do you need an elevator Pitch?

h3
h3
h3
h3
h3
h3

Section 4 - Modal

Examples

img.

img.

img.

img.

URL LINK

Section 5- Accordion

H2

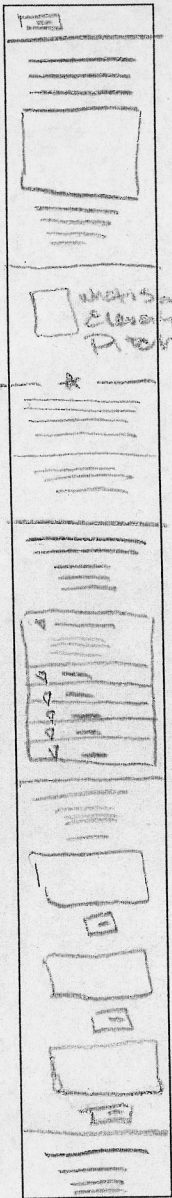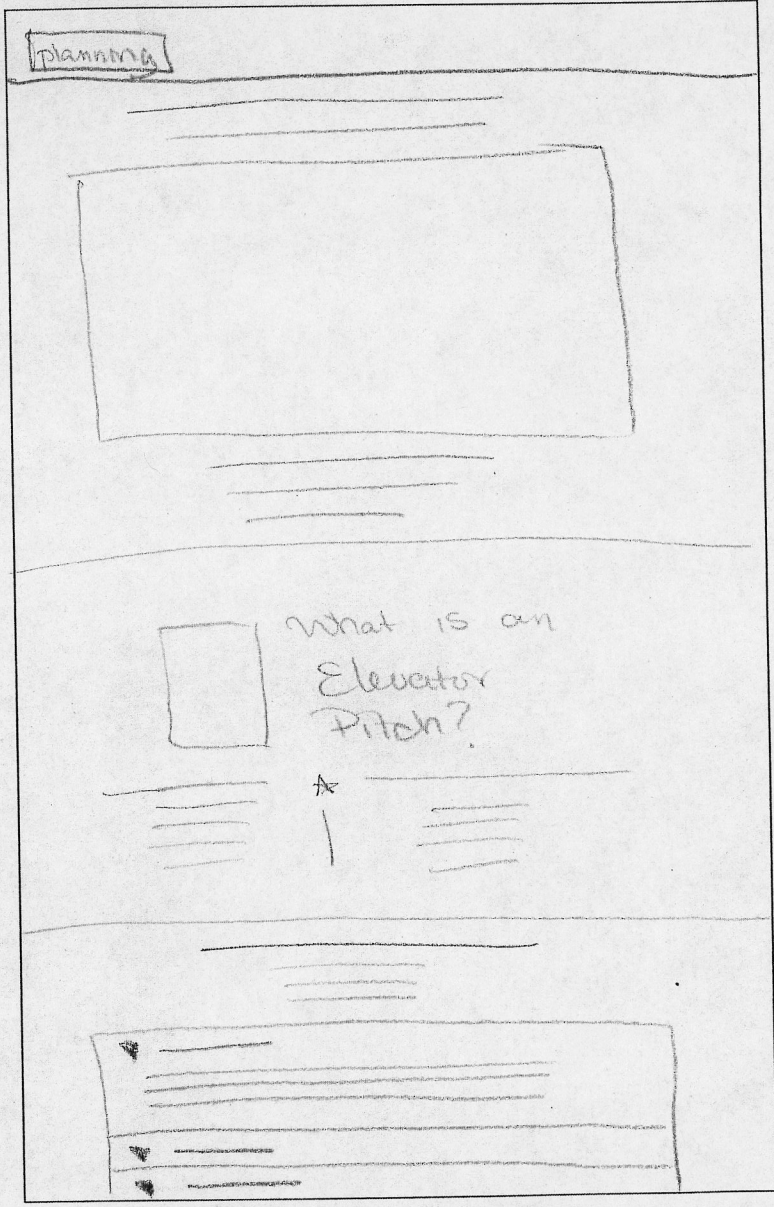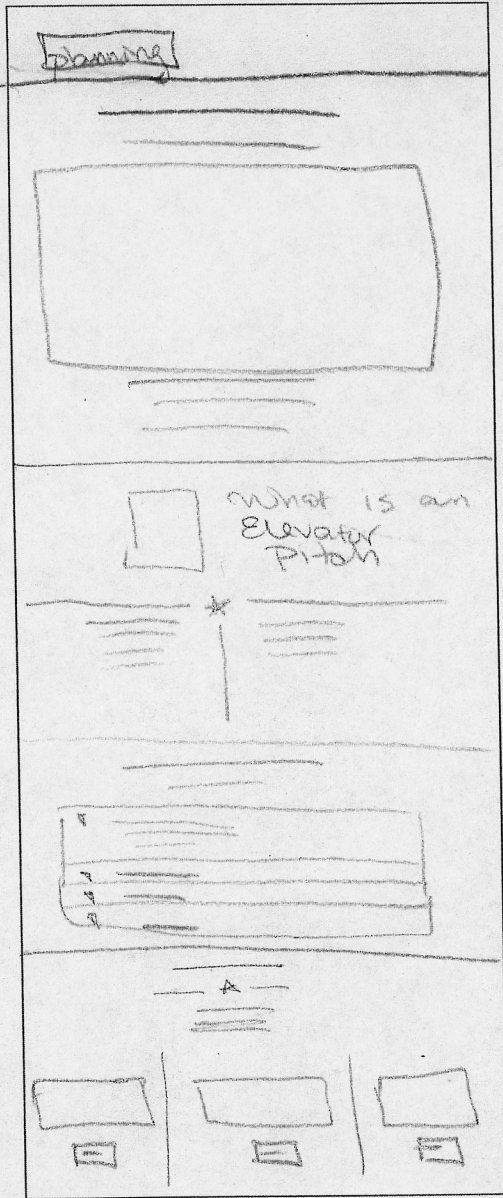## How to create a strong elevator pitch

h3
h3
h3
h3
h3

Section 6: closing

H2

## Wrapping Up

Gloria Heath – MACA 1840



*Same* →

Planning

What is an
Elevator
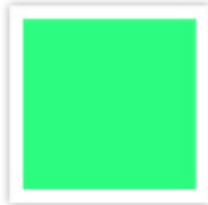Pitch

planning

What is an
Elevator
Pitch?

Topic Project Blueprint

**Style Tile**
*version:1*

## Possible Colors

# This is an Example of a Header

Font: Name: Helvetica

## This is an Example of a Sub Head

Font: Name: Helvetica

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name: Helvetica

This is an example of a Text link »

## Textures

### 2

**Know your target audience (aka your ideal client)**

Come up with a short description of who your ideal client is, what problems they face, and what they care about the most in both their personal and professional lives.

☆

This is an example of a Button

# Nudge