



THE ELEVATOR PITCH TEMPLATE[©]

Use this template to craft your Elevator Pitch.

A well-crafted Elevator Pitch instantly communicates what problem(s) your business solves, who has the problem(s), the solution(s) you offer, and the benefit(s) you deliver.

Your Elevator Pitch focuses your message and connects with your niche.

Your Elevator Pitch is the foundation for all your sales and marketing messages.



What problem(s) do your products/services solve?

(See the Problems you listed in the Problems/Solutions/Benefits Canvas.)

Problem 1:

Problem 2:

Problem 3:

Who has the problem(s) your products/services solve:

Be specific. Interior designers furnishing high-end residential homes, Podcast and media brands building a visual identity, E-commerce brands launching a new product line (See Customers in the Problems/Solutions/Benefits Canvas.)

Who has the problem(s) 1:

Who has the problem(s) 2:

Who has the problem(s) 3:



List 3-5 key benefits your products/services provide:

List what your customers can expect if they purchase your art or hire you.

Describe 3-5 specific outcomes your customers/clients will achieve. For example, if you're an illustrator, your benefits might include "Able to consistently concept, execute, and deliver under tight deadlines." or "I transform vague briefs into visuals that hit the mark."

(See the Benefits you listed in the Problems/Solutions/Benefits Canvas.)

Benefit 1:

Benefit 2:

Benefit 3:

Benefit 4:

Benefit 5:



List common objections you hear or have heard before.

Common objections include “Not a good fit,” “Can we see some samples first?” “Can you just tweak what we already have?” or “How long will this take?”

Talk to clients/customers and ask what they DID NOT LIKE about using other solutions (your competitors products/services) in the past.

Address these objections specifically in your solution, and in your marketing and sales messages.

Objection 1:

Objection 2:

Objection 3:



Elevator Pitch Template 1:

I help [Who has the problem(s) that your products/services solve? Be specific.] achieve [1-2 outcomes your customers get from using your products/services.].

Elevator Pitch 1 Examples:

I design **packaging for small-batch product brands** that need to punch above their weight. | I create **surface pattern designs for indie apparel brands** that want art, not clip art. | I create **sculptural installations for hospitality brands** that want a signature piece guests photograph and share.

Write your Elevator Pitch using Elevator Pitch Template 1:



Elevator Pitch Template 2:

You know how [Who has the problem(s) that your products/services solve really well? Be specific. (Example: female corporate execs, age 45-60)] [Describe the problem. Example: have trouble staying fit]? Well, I [Describe your solution/outcome your products/services deliver. Example: help them stay fit in just 30 minutes per day.].

Example Elevator Pitch 2:

You know how **hospitality brands spend a fortune on interior design** but still end up with spaces that feel generic? Well, I **design and fabricate sculptural installations that become signature pieces guests remember**.

Write your Elevator Pitch using Elevator Pitch Template 2:



Elevator Pitch Template 3:

When **[customers]** encounter **[triggering event]**, they need to **[job-to- be-done]** in order to achieve **[desired outcome]**.

They would normally use **[existing alternative(s)]**, but because of **[switching trigger]** this/these **[existing alternative(s)]** no longer work because of **[these problems]**. If these problems are left unaddressed, then **[what's at stake]**.

So we built a solution that helps **[customers]** achieve **[desired outcome]** by helping them **[unique value proposition]**.

Elevator Pitch 3 Example:

Small-batch apparel brands launching a new collection need original artwork that sets them apart from mass-market noise. Stock art is everywhere and AI-generated designs are flooding the market — sophisticated buyers can tell. I help indie brands build collections with surface pattern designs that feature a distinctive artistic identity.



Write your Elevator Pitch using Elevator Pitch Template 3: