Writing an Elevator Pitch

An elevator pitch is a short, 30-second speech to introduce a topic. The goal is to quickly capture your listener’s attention and get your message across clearly. An elevator pitch is useful to persuade decision-makers, elected officials, and partners. It can be used to network, in a job interview, or to pitch an idea.

There are different elevator pitch formats. Whichever one you choose, keep it short!

Here are our favorites:

**The Problem Solution Method**

1. **Grab your listeners attention with a common industry problem**
   - Example: Has anyone here had food poisoning? Maybe you can’t go to work, take care of your kids, or even think about food. Getting a foodborne illness causes a lot of disruptions to everyday life, and in severe cases, may be fatal.

2. **Say that you (yes, you!) can solve that problem**
   - Example: My job as an environmental health inspector is to protect our community from dangerous foodborne illnesses.

3. **Explain who you are and what you do**
   - Example: My goal as an environmental health inspector is to make sure that your favorite restaurant can continue to serve you the food you love, while keeping you safe and healthy.

4. **Explain how you do it**
   - Example: Over the past year I have conducted health and safety inspections in 150 restaurants across the Twin Cities.

5. **Highlight the positive outcome of your work**
   - Example: I have helped prevent foodborne disease spread and contamination in over 15 counties.

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*In the past year I have inspected over 150 restaurants across the county!*  

*We make sure you can enjoy your favorite restaurants without worrying if you will get sick.*
The Fool-Proof Method

1. Introduce yourself
   Example: I’m Cassie Lee, director of the environmental health department at Metropolis Health.

2. What do you do?
   Example: Our department helps protect community members from dangerous environmental conditions, such as contaminated water and food, air pollution, toxic waste, and climate change.

3. Why does your work matter?
   Example: My work as an environmental health professional is important because I protect our community from disease and hazardous environmental conditions.

4. Explain how you do it
   Example: Over the past 5 years I have lead a project to test the quality of drinking water. We have successfully tested the water in 15 counties and increased access to clean drinking water for over 3,000 individuals.

5. Call to action
   Example: As our city grows, the strategies to maintain a safe environment change as well. I am asking you to fund Metropolis Health’s environmental health department to protect our community and keep our environment safe.

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I am an environmental health professional. I keep people from getting really sick and even dying.

Should I use the “emotional” method? That might bring him to tears. I’ll use the “fool-proof” method instead.

A fact sheet of the NEHA environmental health visibility toolkit and comic.