

Crafting an effective pitch with Stacy Ennis →

For a bonus resource on writing your professional story, visit www.stacyennis.com/intuit.

Elevating your pitch from the inside out requires crystal clarity about who you are as a professional and person. A modern elevator pitch is a core message that encompasses your unique impact: who you are, who you support, what you do, and what you value. A great modern elevator pitch provides a meaningful definition to inspire connection and further engagement. Today, we'll begin identifying the *qualities* that make you, you.

1 Identify your value.

You are a talented, driven, accomplished person. Fill in the statements below to identify what drives you.

The values that I anchor to every day in my work and life are _____

Three personal or professional accomplishments I'm proud of are

1. _____
2. _____
3. _____

As a professional, I feel most satisfied when _____

I'm different from other professionals in my industry because _____

I'm an expert in _____

I care deeply about _____

I've been recognized for (include both awards and informal recognition) _____

If my biggest fan (mom, friend, partner) were to tell you about me, s/he'd say _____

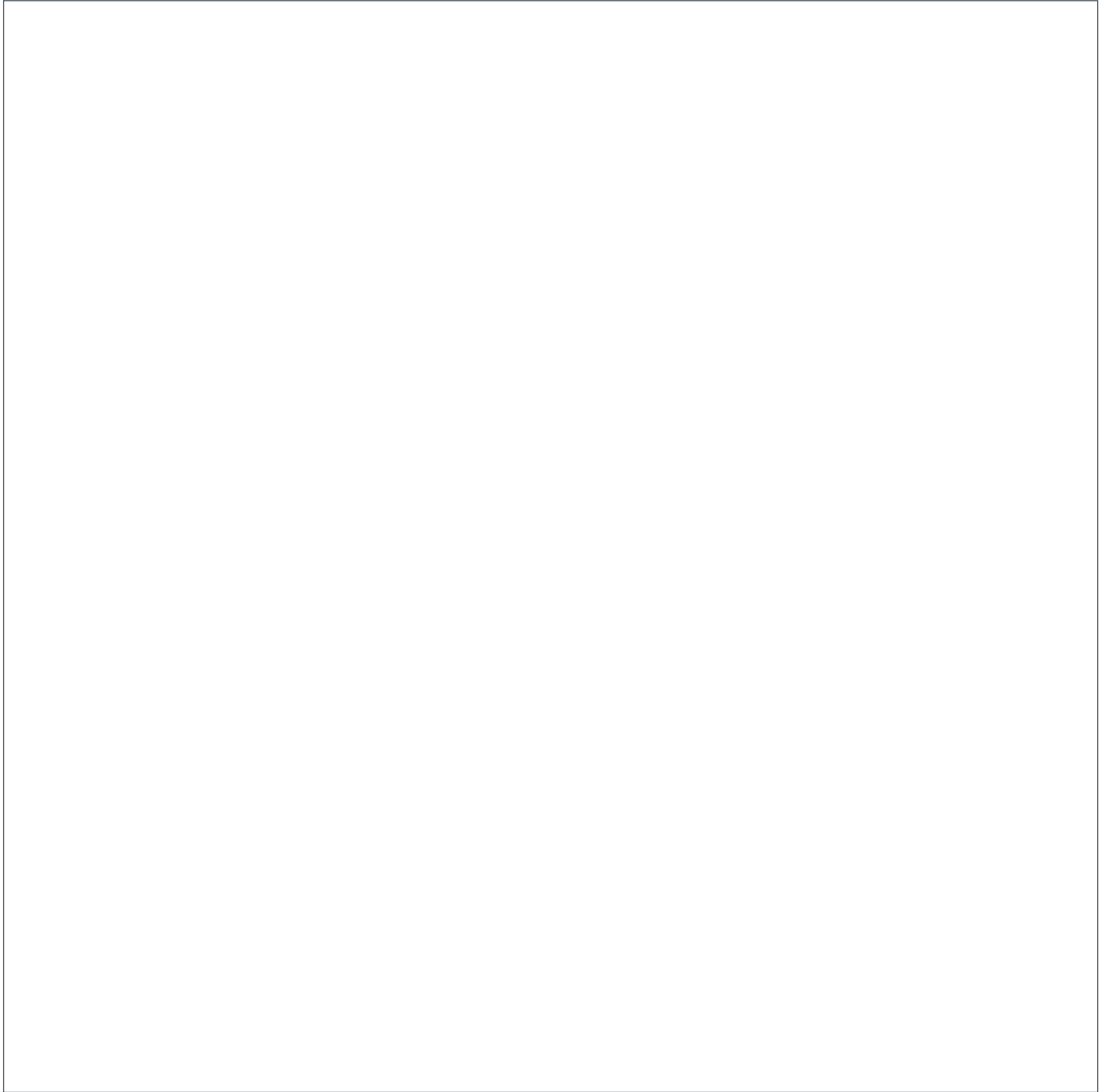
I wish people knew that I _____

2 Brainstorm words and phrases that define you.

Make a list of all the words and phrases that come to mind when you review your work on number 1. Include words and phrases that describe you as both a professional and human.

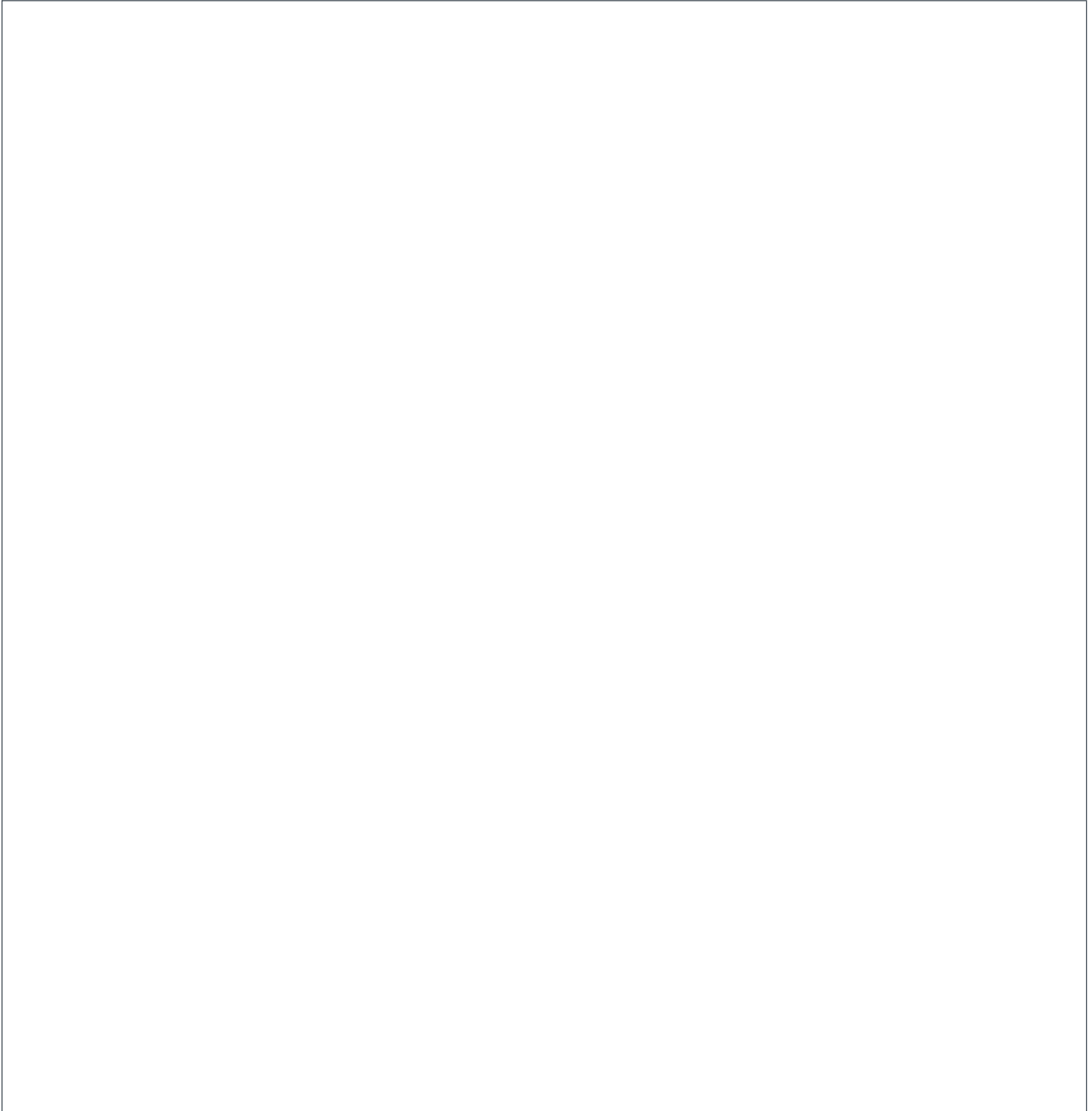
3 Create statements about your “why,” “what,” and “how.”

Reviewing your work on numbers 1 and 2, write a list of professional and personal statements. Consider these professional declarations, and set humility aside to make power statements about your success. These can be 1–2 sentences each, and can be pattern-driven (derived from patterns you see in your words and statements lists), heart-driven, or metrics-driven.

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4 Write a core message that defines you as a professional.

Review the statements in number 3 and underline or highlight the ones that resonate most with you. Spend time crafting a clear, compelling core message that incorporates the most important words and phrases. Feel free to write a few versions—and have fun with this activity!

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“It took me quite a long time to develop a voice, and now that I have it, I am not going to be silent.”

— Madeleine Albright

Pro Pitch Tips

1. Know your audience.
2. Use first-person pronouns (I, me, my).
3. Choose specific, clear language.
4. Remove these words and phrases: that, very, really, just; in some instances: I think, I believe.
5. Apply the kindergartner test.

Next Steps

1. Share your pitch with a trusted friend or mentor.
2. Practice in the mirror, with your kids, in the car, in front of your pet. Like anything, practice leads to confidence in the moment.
3. Have fun! You are defining you. That’s powerful!
4. Visit www.stacyennis.com/intuit for a bonus resource on writing your professional story.

Now go own your pitch—and your value!