

The 30-Second Elevator Pitch

If you can't say it in an elevator, you can't say it



01

THE SETUP

**Why 30
seconds is
all you get**

Why 30 Seconds

THE REALITY

You rarely get ten minutes. You get a hallway, a DM, and one honest question.

- ▶ You rarely get ten minutes to explain.
- ▶ You get a hallway, a DM, a "so what do you do?"
- ▶ The setting is casual; the stakes aren't.
- ▶ Conferences, cold DMs, intros, interviews.



02

THE STRUCTURE

**Build it on
four clean
beats**

The Four Beats

01

HOOK THE PROBLEM

Name the pain.

02

WHAT YOU DO

One sentence.

03

WHY YOU'RE DIFFERENT

One reason.

04

THE ASK

Next step.

Hook, Then What You Do

BEATS 1 & 2

Open on a pain they already feel, then land what you do in one plain line.

- ▶ Open on the pain your listener already recognizes, in one line.
- ▶ Then say what you do in one plain sentence.
- ▶ A stranger should be able to repeat it back.
- ▶ No jargon, ever.

Why You, Then the Ask

03

WHY YOU'RE DIFFERENT

Give one reason you're different, credible, or first. Just one — resist the urge to stack them.

Credible

04

THE ASK

End with a specific next step — a meeting, a trial, an intro. Never trail off.

Next Step

03

THE CRAFT

**Sharpen
the words
until they
land**

The One-Liner Template

Who

THE AUDIENCE

For

Name exactly who it's for.

Need

THE PROBLEM

Who

State the ache they have.

Unlike

THE EDGE

Vs

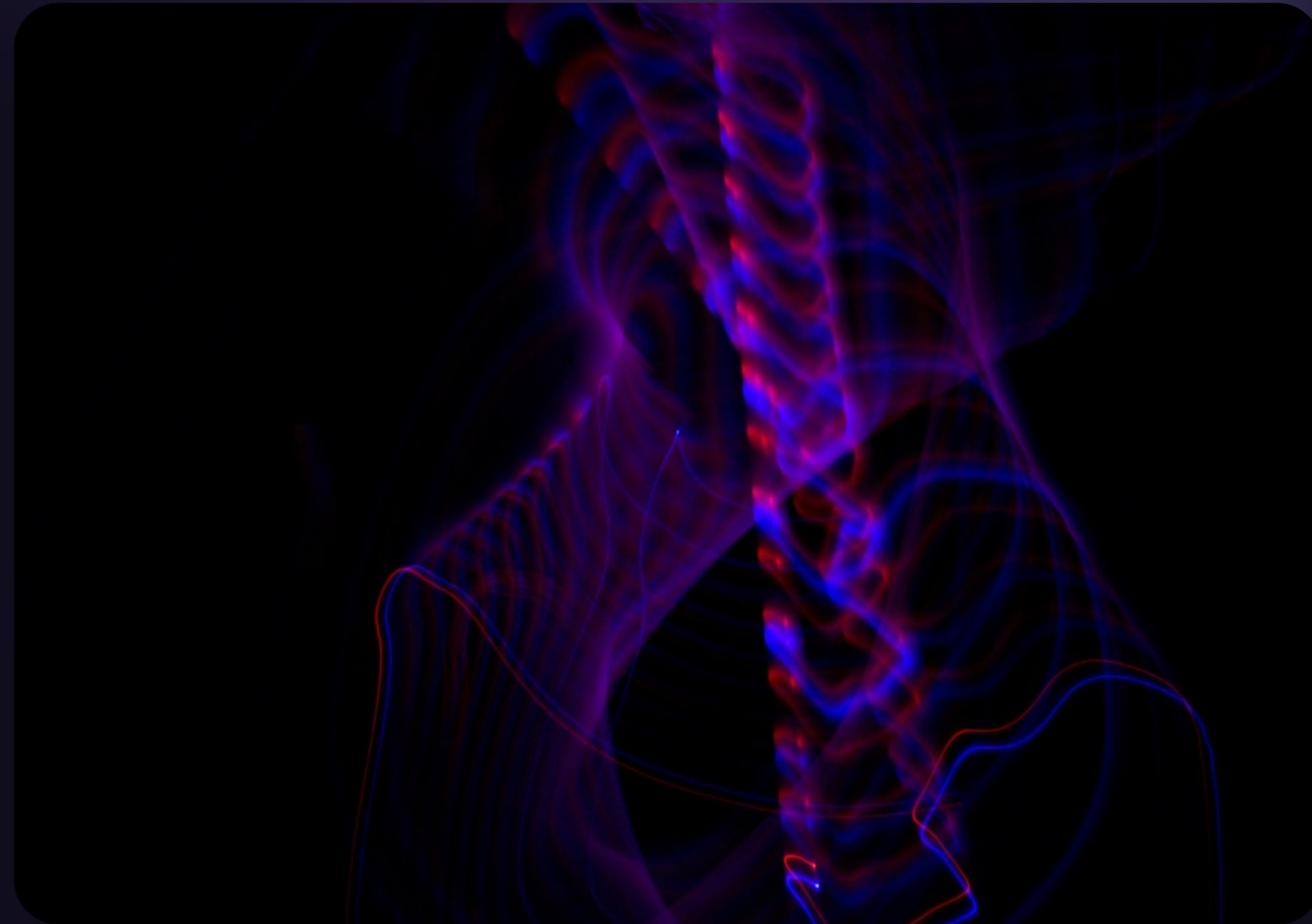
Contrast the alternative.

"For [who] who [need], we [what you do] — unlike [the alternative]." Nail this line first, then build around it.

Sell the Problem First

THE CRAFT

People buy the ache before the aspirin — make them feel it before you pitch the fix. And cut the jargon: if your parents can't follow it, a half-listening investor won't either.



Tailor, Then Drill

PRACTICE

Same core, reshaped emphasis — then rehearse until delivery is automatic.

- ▶ Same core, different weight for investor vs. customer vs. peer.
- ▶ Say it out loud twenty times.
- ▶ Until it's boring to you and effortless to them.

Four Mistakes to Kill

01

TOO LONG

Trim to seconds.

02

TOO VAGUE

Get concrete.

03

ALL FEATURES

Tell a story.

04

NO ASK

Fix these four.

The Takeaway

The pitch is 30 seconds. The deck behind it shouldn't cost you a whole night. Made with Ocuport.
