

Elevator Pitch



Communicating a *compelling message* concisely

SHORT TEASER

After you have developed your 30-second elevator pitch. Condense your pitch down to 2 sentences which briefly describes who you are and what you do. This is your “short teaser.”

CORE IDEA

After you have developed your short teaser, further condense the message down to 3 to 5 words. This is your “core idea” (a.k.a. brand).
