ELEVATOR PITCH WORKSHEET

What is an elevator pitch?
A short, compelling invitation to your event—something you could share in about 30 seconds. It doesn't tell someone everything. It gives them enough to want to know more.

STEP 1: KNOW WHO YOU'RE INVITING

My Core Audience:
Be specific. Instead of "families," think: families with children ages 3–6 interested in art.

STEP 2: IDENTIFY THE EXPERIENCE

What will families actually DO?
Think about active words:
make • try • explore • discover • create • experiment • move • build • experience

STEP 3: GIVE THEM A REASON TO CARE

What makes this experience worth their time?
What will make it fun, useful, surprising, meaningful, memorable, or different?

STEP 4: BUILD YOUR PITCH

We're inviting [AUDIENCE] to [EVENT], where families will [WHAT THEY'LL DO]. Join us [DATE at LOCATION] for [BENEFIT/FEELING/TAKEAWAY].

My First Draft:

GIVE IT THE 30-SECOND CHECK

- ☐ CLEAR — Can I understand it quickly?
- ☐ SPECIFIC — Can I picture what we'll do?
- ☐ RELEVANT — Does it speak to my audience?
- ☐ INVITING — Does it make me want to participate?

WANT HELP POLISHING IT?
Give an AI tool your event details, then try:

- Make this clearer and more exciting for families with elementary-aged children.
- Give me three versions that sound warm and playful.
- Cut this to two sentences without losing the hands-on experience.