



MESSAGEHQ NARRATIVE CAPITAL

Elevator Pitch Builder

*Companion to The Field Guide to Pitching
The 4-Sentence Pitch*

You never know when opportunity is going to strike. The idea of the elevator pitch is to condition you to being ready, willing, and able to walk through a door of opportunity when it occurs.

I like to say that if you step into an elevator with Warren Buffett, you should be able to explain your business between when the door closes and when he steps out... turns... and hands you his card — No Pressure!

Most pitches fail for one simple reason: they try to sound impressive instead of being understood. This framework forces clarity — and clarity is what gets attention.

THE 4-SENTENCE PITCH

1

What It Is
Sentence 1

2

Why This, For Them
Sentence 2

3

Why Now
Sentence 3

4

Why You + The Ask
Sentence 4

1 What It Is

No theatre, no jargon.

My company, _____, is developing _____ (a clearly defined offering)

2 Why This, For Them

For _____ (defined audience)

Who need to _____ (clear, human problem)

We deliver _____ (your unique approach / value)

3 Why Now

The timing is right because _____ (market shift, behavior change, regulation, or technology inflection)

4 Why You + The Ask

I'm the right person to build this because _____

I am currently looking for _____

with _____

to help _____

Clarity Check

CHECK 1

Defined Offering

If a non-expert can't picture it, it doesn't exist. Examples: a mobile app, a compliance platform. These are constructs, not specific functions you are offering in whatever it is you are selling. Be clear. What does it do?

CHECK 2

Defined Audience

If it's everyone, it's no one. Be specific — e.g. HR managers at mid-sized tech companies.

CHECK 3

The Problem

If people don't recognize the problem instantly, they won't care about the solution.

CHECK 4

Your Approach (UVP)

Not what it does — how it's different. Example: automated alerts triggered by behavior patterns.

Pressure Tests

TEST 1

Why Now?

What changed? What's accelerating?
Why now, not two years ago?

TEST 2

Why You?

Focus on lived experience, pattern recognition, and unfair advantage.

If your pitch needs explaining after you deliver it — it wasn't a pitch. It was a rehearsal.

Book a Clarity Session → messagehq.net/contact.html