

# YOUR Elevator PITCH

Use the your clarity worksheets to fill in the blanks.  
Feel free to play with the flow and rearrange the problem/solution/results  
until it makes sense for your business.

## Option 1

You know how [emotion] it is when [struggle]



Me, too. [Your Story]



That's why I [what did you do?]



We put the [good thing] back in [your industry].



## Option 2

Where you were



What you saw



What you changed



Where you are now

