

# “So, what do you do?”



## 5 steps to your perfect elevator pitch

Who do you work with?

---

---

---

What service do you provide?

---

---

---

How do you provide that service?

---

---

---

What is your unique selling point (USP) (what makes you different to others in the same field)

---

---

---

What problem are you solving for customers?

---

---

---

## Put it all together

---

---

---

---

---

---

---

---

---

---

## Focus keywords to reuse

List all the words and phrases that come to mind when you write your pitch. You can reuse them as the starting point for SEO (Search Engine Optimisation) research for your website.