**Practice**

- **Practice.** Make sure you have practiced your whole pitch, whether it be in front of a mirror, with a friend or family member or using your phone! Practice is key to a well-done video.
- **Time it.** Make sure your video is 30- to 90-seconds.

**Filming Equipment**

- **Record with a video camera, iPad, or smartphone.** You may film on any of these devices.
- **Check the equipment.** Make sure your device is working, charged and you have the needed cords and any other equipment.

**Filming Location**

- **Choose a quiet area.** Make sure the acoustics are fine – no loud noises in the background; no echoes.
- **Check the lighting.** Make sure you have even lighting, shadows, glare or bright reflections can be distracting. If you are filming outside, avoid direct sunlight and glare.
- **Use a plain background.** Avoid clutter if possible. Ideally, only you should be in the frame.

**Filming**

- **Try a sample video** to test the sound and background.
- **Set the camera at eye level or slightly above.** Use a flat surface or tripod to keep the camera steady.
- **Look into the camera.** It’s best to present your pitch without notes but if you can’t, tape your notes to a nearby wall or hang from the camera. If you hold notes, look up often for eye contact.
- **Avoid zooming in and out or moving the camera.**
- **Film in landscape format** – horizontally versus vertically.
- **Smile, relax and have fun!**
**Elevator Pitch Essentials**

30 to 90 seconds long  
It’s your verbal business card.  
Goal – Make them more curious and then stop.

Two “PIPS” to a great pitch:

**Projection, Inflection, Pace, Eye Contact, Stance**

**Projection**  
Speak clearly, articulate, and speak loud enough.

**Inflection**  
Vary the tone and emphasize key words.

**Pace**  
Talk at a normal speed for you – not too slow, not too fast – so the viewer understands and grasps your content.

**Eye Contact**  
Look at the audience, individual or into the camera – but don’t be creepy.

**Stance**  
Stand straight, use hand gestures. Don’t sway or fidget.

**People, Information, Practice, Enthusiasm, Style**

**People**  
Know your audience.

**Information**  
Make sure your content is clear and concise.

**Practice**  
Be prepared; practice is critical to a successful pitch.

**Enthusiasm**  
If you are not excited, the audience will not be excited. Smile occasionally; it draws people in, projects positivity, and is encouraging in building a relationship with the customer.

**Style**  
Be yourself. Be sincere. Be engaging and personable.