**EQUATOR Network Lightning Workshop**

**Perfecting your elevator pitch**

1. Set your pitch goal

🞏 Introduce yourself 🞏 Sell a product 🞏 Get a job 🞏 Network in your field

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2. Brainstorm information

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| Who are you? |  |
| What is the problem? |  |
| Why is this important? |  |
| What are the possible solutions? |  |
| How will this help? |  |

3. Draft your content

* Avoid jargon
* Avoid qualifiers
* Choose precise verbs and nouns
* Use analogies

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4. Perfect your delivery

* <1 min
* Informal
* Enthusiastic
* Eye contact
* Practice!