

# Build Your Own Elevator Pitch

An elevator speech is a **very short** clear, brief message or "commercial" meant to engage and interest someone in an idea and move to a next step.

Example: Stepping On		Your Issue
<b>GRAB ATTENTION</b> <p>Smile and open with a statement or question that grabs attention. Briefly tell who you are, what you do, and BE ENGAGING!</p>	<b>Did you know that:</b> <ul style="list-style-type: none"><li>• An older adult falls in the U.S. every second of every day?</li><li>• An older adult is treated for a fall in an Emergency Department every 11 seconds!</li><li>• 27,000 older adults die from falls every year in the U.S. That's 74 every day, 3 every hour.</li></ul>	
<b>THE PROBLEM</b> <p>Describe the problem in 2-3 short points. Offer a vivid example, if time.</p>	<b>Falls are prevalent, painful and costly.</b> <ul style="list-style-type: none"><li>• One in four older people fall every year. Injuries from falls are the leading cause of injury-related deaths in Wisconsin.</li><li>• Falls cost Wisconsin nearly \$800 million a year in hospital and emergency department charges, 70% borne by public programs like Medicare and Medicaid.</li><li>• Falls happen for a lot of reasons: loss of balance and strength, hazards in the home, poor vision, effects of medication – even the wrong shoes.</li></ul>	
<b>THE SOLUTION</b> <p>Describe how your program or intervention solves the problem.</p>	<b>Falls are not a normal part of aging. They can be prevented. Older adults can learn the skills to reduce their risk.</b> <ul style="list-style-type: none"><li>• Wisconsin's Stepping On 7-week, low or no cost community workshop is researched and proven to reduce the risk of falls by over 30%!</li><li>• Stepping On helps older adults learn strategies to prevent falls and increase their confidence in doing so.</li><li>• Fewer falls means fewer ambulance rides and hospital and doctor visits. And more independence.</li></ul>	
<b>CALL FOR ACTION</b> <p>What do you want the person to do following your pitch? ASK FOR IT.</p>	<b>Would you join me and visit a Stepping On workshop?</b> <ul style="list-style-type: none"><li>• I'd like you to see first-hand how this proven program engages older people, and talk to you more about ways we can expand the program here in Badger County.</li></ul>	