TELLING YOUR STORY
IN <30 SECONDS

YOUR PITCH AND FIRST IMPRESSION

Making a lasting (first) impression is not easy, but there are tools to make it easier. According to the Association for Psychological Science, it takes only seconds for somebody to generate an opinion about you. When you're in a position to pitch your story, your brand, your company, your team - whatever it is you're pitching - it's important to be practiced (but natural), honed in on the message you want to be heard.

One key component: Having the ability to tell your story in <30 seconds.

90 WORDS IN 30 SECONDS

The average person speaks at the rate of three words per second. Your elevator pitch should be no longer than 30-seconds which means itcan be written using 90 words. Below are 90 individual lines. Use these lines to guide you to write, edit and create your 30-second story.

This document created and made available for you courtesy of Team Abovo. Contact us for more documents and resources to help prepare you and your team for story-telling success.

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