

YOUR ELEVATOR PITCH

HOW TO PITCH YOURSELF AS A FREELANCER

1

WHO ARE YOU?

Describe your professional self in a simplified manner with a clear focus on what is relevant to your audience. Convince by mentioning your long experience and similar successful projects.

2

WHAT IS YOUR USP?

What do you offer and how does it add value to your potential client or cooperation partner? How are you different from other freelancers in your field?

3

USE EXAMPLES

Show it, don't tell it. Illustrating your skills by sharing a case story that makes it clear to your audience that you can actually walk the talk will help you convince your audience.

4

LISTEN

Once you got your key message across, make your audience talk and get a dialogue started. If they don't have a question, then present one yourself which you can then answer while presenting your services as part of the solution.

5

BE PREPARED

If you get the chance to prepare, then get to know your audience and their business in advance. This will help you customize your pitch to make it more relevant and prepare for follow-up questions.