

## EXERCISE: YOUR PITCH ON PURPOSE™

In this exercise, build on your TWS and WHY Statement to develop your Pitch on Purpose. Think of your Pitch on Purpose as your elevator speech. It's a bit longer than your TWS and WHY Statement, but it's still intended to be a brief statement. It's what you'd say if you only had a minute to describe your business and its connection to your purpose. As you continue writing, imagine you're giving this pitch to someone on an elevator and you have their attention for less than a minute. Keep it concise.

Some definitions as you get started:

- Your HOW is your unique strengths (*CLUE: you identified these in the Your Strengths exercise*)
- Your WHAT is the vehicle for delivering your WHY (*CLUE: your products and/or services*)
- Your IMPACT is the result of bringing your WHY to the world

To create your pitch, use this template:

1. MY NAME IS:
2. I'M THE FOUNDER OF:
3. A BUSINESS DEDICATED TO (your PV + your IC):
4. THROUGH (your HOW/your strengths):
5. BY OFFERING (your WHAT/your products and/or services):
6. SO THAT (your IMPACT):

*EXAMPLE:*

*My name is Chris Olsen. I'm the founder of My Founder Story, a social enterprise dedicated to empowering women business owners through education, advocacy and storytelling by offering workshops, programs and coaching so that they have equal access to resources to achieve entrepreneurial success.*