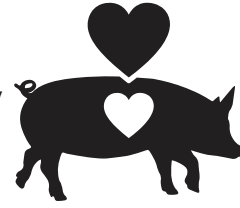


# Oh, I See! • Elevator Pitch

Sometimes you only have moments to make a memorable impression. That chance encounter may be the chance of a lifetime. You want to create interest, understanding, credibility, and a solid connection. Can you do that in 90 seconds? Can you do that in 60 seconds? What if you have less time than that? Your goal should be to get them to say, "Oh, I See!"



**WHAT'S YOUR  
BACON?**  
**MASTER HAPPINESS**

## O • Opportunities

A problem that THEY have that you have a potential SOLUTION to.

### Stairway

Write a 3-5 Minute OIC Stairway Pitch.  
Take your time but don't waste their time.

### Escalator

Write a  
30 Second OIC Escalator Pitch.  
Get to the point.

### Elevator

Write a 1-2 Minute OIC Elevator  
Pitch that is a mix of your first two speeches.

## I • Ideas

A dream SOLUTION that they wish were true.

### Stairway

### Escalator

### Elevator

## C • Call to Action

End by connecting yourself to the solution and making a plan for the next step.

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### Stairway

### Escalator

### Elevator