

The Fine Art of Storytelling

Your Elevator Pitch (or getting to WHY)

As an artist you will be asked to answer the question:
What do you do?

This Initial Presentation, or Elevator Pitch is your opportunity to compel your listeners to want to hear and see more of your work.
You want to tap into the part of their brain (the limbic system) which governs behavior and emotional response.

You have 2-5 seconds to get their attention and stimulate curiosity.
These exercises can help you create a brief but engaging reply, leading the audience to **ASK FOR MORE.**

EXAMPLE

Question: Mike, what do you do?

My Response years ago: I am an Artist Coach.

(If the listener has no immediate need for an Artist Coach, the conversation ends!)

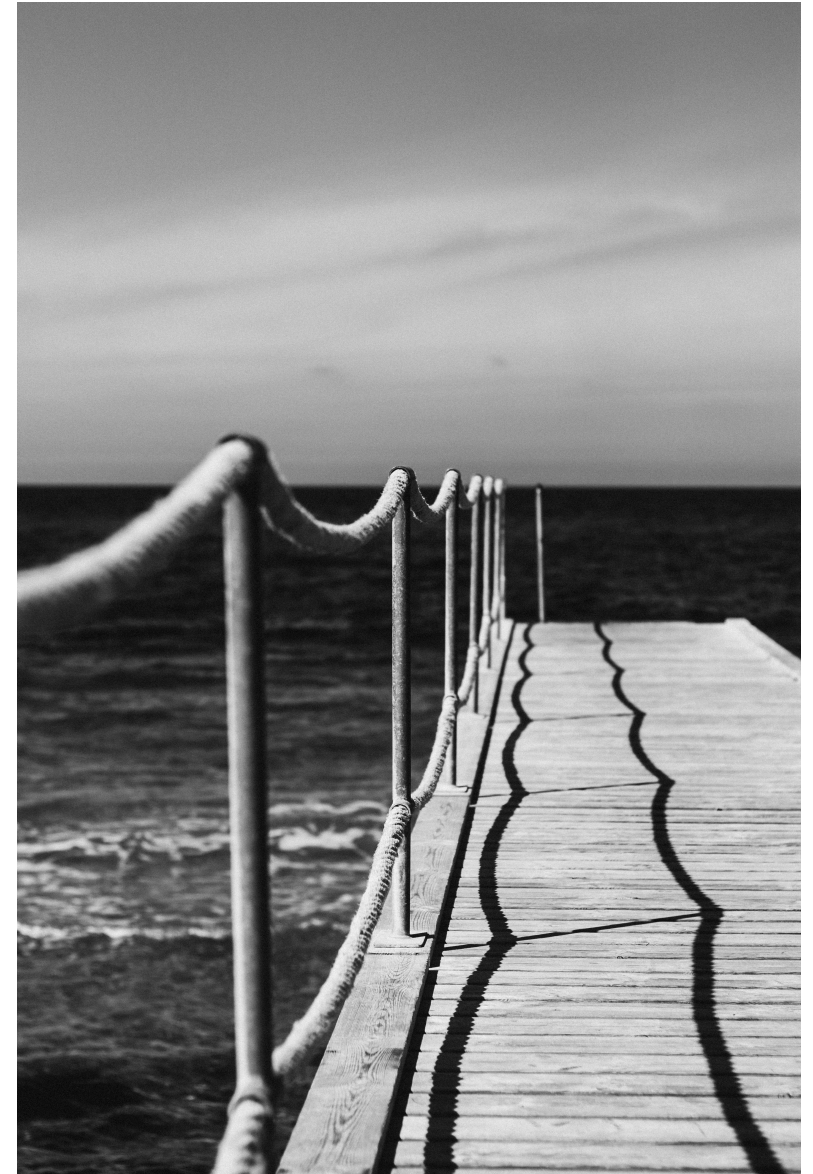
Question: Mike, what do you do?

My Response now: Many artists find it difficult to talk about themselves and their work. I guide artists to find their story and learn to tell it effectively.

Even though the question is phrased as WHAT do you do, people really want to know WHY do you do it. Here's how to get to WHY...

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Elements of a Pitch

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WHY you do what you do. What is the reason you are doing this body of work, or what is the reason you are an artist?

WHAT is it that you do to fulfill this reason?

HOW do you satisfy your need to create, or you can also describe how does your creation potentially satisfy a similar need or feeling in your listener?

Below write down words and phrases that describe why you are inspired to create or what guided you to a certain body of work.



Now use the spaces below to add phrases to describe **WHAT** you do.

Many times, your **WHAT** statement may contain an additional desired result which could also satisfy a need of the viewer as well as your own. i.e. I want to help others find a deeper connection to nature. If you chose to include an additional beneficial result, make it short, to the point and sincere.

What you say about your work is what others say when you are not around.

Now you put these together and present it as you would if you were talking to a group of friends in a natural, relaxed, unrehearsed manner! Just be yourself and say it from the heart. **BELIEVE IT!** If you do not believe it, that feeling will be picked up by your listener.

If you need some additional help or want to learn from other artists who have found their "True Why," visit my website:

www.fineartofstorytelling.com

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