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How to Create a Compelling Elevator Pitch

<https://www.ideaconnection.com/innovation-articles/what-goes-into-the-perfect-elevator-pitch-00772.html>

Adapting your elevator pitch ever so slightly to each situation will help you to come across as genuine. By including a hook, value statements, statistics, individuality statements, and a call to action, you can pitch your invention with ease and finesse.

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