**SIX ELEVATOR PITCHES FOR THE 21st CENTURY**

**THE PIXAR PITCH**

**Movie Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Once upon a time, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

Every day, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

Because of that, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

Because of that, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

Until finally, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

Use a Pixar movie like Finding Nemo, Toy Story, or The Incerdibles to fill out the above template.

**THE SUBJECT LINE PITCH**

What are the two ways (or examples) to get someone’s attention in an email subject line for a pitch?

**THE RHYME PITCH**

How do rhyming phrases increase a person’s processing fluency?

**THE QUESTIONS PITCH**

What does a question pitch require you to do?

**THE TWITTER PITCH**

What does a Twiter Pitch do? Can you look on twitter right now and find an entire or partial twitter pitch? If so, copy down below.

**ONE WORD PITCH**

If you were pitching yourself, what one word would you use? Explain your choice.