

# Creating Your Elevator Pitch

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## **SAW IT**

What's your hero's "occupation"? What's the situation? What is complicating it? What are his/her flaws that he's going to have to overcome?

## **WANTED IT**

What's the OBJECTIVE? What does your hero want and how much does he want it? Where does the want or need come from? Is there dilemma? If so, mention it.

## **THREW A FIT**

With whom does he fight? Over what? What decision must your MC make in that moment of crisis? What action is he going to have to take to "get" what he wants?

## **GOT IT**

Does your MC "get it"? Does he get the gold or the heart of gold? During the story's climax, what threatens your MC? How does the MC change? To what? Why? What is the self-revelation?

## **STARTER WORDS TO GET YOU GOING:**

When, after, on the verge of, before, during, while, upon discovering, etc.

