



The New Elevator Pitch: The Definitive Guide to Persuasive Communication in the Digital Age

Chris Westfall

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There's never a good time to make a bad presentation. Take control of your personal message and discover how to make a real connection, with a book that shatters the myth of the old-school elevator pitch. The NEW Elevator Pitch is more than just a short two-minute speech; it's a method of communication for the digital age. Whether you tweet it or tell it, your story has to be strong, or it's lost in the noise. Here's the hold-your-handbook for creating a compelling and authentic connection to the people that matter most.

In a web-2.0 world, it's no secret that the elevator platform has been replaced with the social platform. Today, engaging and connecting isn't based on some outdated sales strategy or verbal gymnastics - it's based on the story of YOU. Find out how to uncover the important stuff, overcome your nerves, and share your personal message in a way that's concise and powerful. Make a difference in your career, your community and your relationships with the power of The NEW Elevator Pitch.

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