



# Brand You: Pitch Template and Checklists



By Brittanni Hendricks | Leadership Coach | MBA

## Elevator Pitch Template: “Brand You in 30 Seconds”

“Hi, I’m [Name], a [Current Role] known for [Signature Strength or Contribution]. I help [Team/Org/Clients] [Solve Problem or Achieve Outcome] by [Skill/Method/Approach].

I’m passionate about [Industry/Belief/Impact] and currently focused on [Aspirational Goal or Value-Aligned Mission]. I’d love to connect with others interested in [Topic/Area of Growth].”

### ✓ Example:

“Hi, I’m Jordan, a Learning & Development Manager known for designing inclusive leadership programs that stick. I help mid-level leaders show up with more confidence and clarity by blending research-backed frameworks with real-world coaching. I’m passionate about helping people lead with both heart and strategy—and I’m currently exploring new ways to scale this impact across global teams.”

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## Elevator Pitch Checklist: “Say It Like You Mean It”

### ✓ Clarity on Who You Are

- ☐ State your name and role (or aspirational role).
- ☐ Add a short, powerful personal title (e.g., “I’m a people-first project manager,” or “I help ideas get executed at scale.”)

### ✓ Your Unique Value

- ☐ What’s the one skill, strength, or superpower that sets you apart?
- ☐ Frame it with impact: “I’m known for…” or “My team counts on me for…”

### ✓ The Problem You Solve

- ☐ Identify the challenge you help your team or org overcome (e.g., chaos, misalignment, disengagement).

- ☐ Use “I help...” or “I make it easier for...”

### ✓ **Your Results or Vision**

- ☐ Add a specific result you’ve driven OR a vision you believe in.
- ☐ “Because of my leadership, [result]...” or “I believe [future-focused belief]...”

### ✓ **Call to Action**

- ☐ For networking: “I’m exploring new leadership opportunities in [field/industry].”
- ☐ For visibility: “I’d love to collaborate more cross-functionally—especially around [topic].”

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## **Personal Brand Checklist: "Own Your Narrative"**

### **Identity & Intent**

- ☐ Do you know your top 3 brand words? (*e.g., Strategic. Grounded. Connector.*)
- ☐ Are you clear on how you want to be perceived? (*Leader, Expert, Collaborator, etc.*)
- ☐ Can you articulate your “why” in leadership?

### **Strengths & Skills**

- ☐ Have you identified your top 2-3 strengths with examples?
- ☐ Can you share a success story that highlights your strengths?

### **Visibility & Voice**

- ☐ Is your LinkedIn headline aligned with your elevator pitch?
- ☐ Do your emails, meetings, and updates reflect your leadership brand?
- ☐ Are you showing up with consistency across digital platforms?

### **Positioning for Promotion**

- ☐ Have you made your career goals known to your manager or sponsor?
- ☐ Can you confidently talk about the value you bring at team/org level?
- ☐ Do you have advocates who can speak on your behalf?