

# YOUR Elevator PITCH

Use the your clarity worksheets to fill in the blanks.  
Feel free to play with the flow and rearrange the problem/solution/results  
until it makes sense for your business.

## Option 1

You know how frustrating it is to come home after a long hard day at work to find that your dog has torn up your house?

Me, too.

I remember one time coming home and finding my \$2k laptop covered in drool and bite marks. It was a bad day and I knew that ultimately my dog was just bored bring stuck in the house all day. Have you ever experienced something like that?

Yeah...most people have. I knew if I was struggling with that other people were too.

That's why I created A+ Dog Walers. We put the fun back in pet ownership while protecting defenseless laptops.

## Option 2

A few years ago, I was look for someone to hang out with after work. A girlfriend wasn't exactly in my budget so instead I decided to get a dog.

Everything was going great until he started destroying my apartment while I was gone at work. I knew he was just bored and lonely while I was away so I didn't want to get rid of him.

I knew I had to figure out a solution. I interviewed a few dog walkers but couldn't find the right fit. I figured I was having that problem - other people were too. So I decided to become a dog walker.

It's been less than a year and business is booming. I've already quit my job and hired two more people.