

Supports
ELA
Standards

Lesson 3: Writing Persuasive Pitches

The budding entrepreneurs on the show *Shark Tank* have to present their business ideas in a polished and precise way. Use this lesson plan to teach your students the art of the elevator pitch.

Objective

Students will write concise, coherent, and persuasive arguments and present them

Time

45 minutes

Materials

- ✓ Activity Sheet 3: Plan Your Pitch

Instructions

1 Introduce the concept of an elevator pitch (a concise, persuasive, easily understood explanation of an idea that can be delivered quickly). Explain that the name comes from the idea that you could deliver such a pitch in the time it takes for an elevator ride and should be no longer than a minute. (You may wish to explain that the pitches on TV shows like *Shark Tank* are similar to elevator pitches. You can show an example of a pitch from the show: <http://bit.ly/SharkTankPitching>.)

2 Model crafting an elevator pitch for a product that is used in your classroom with the Plan Your Pitch activity sheet. You might choose a computer, an interactive whiteboard, a projector, or even a pen. Have students contribute ideas as you work together to create a sample pitch as a class.

3 Now have students work independently to choose their own products and create their own elevator pitches. Encourage students to pick items that are uniquely interesting to them. An athlete might choose a piece of sports equipment in the school gym, while an art enthusiast might choose a particular painting supply in the art room.

4 Have students practice their pitches as pairs, timing them to ensure they don't exceed one minute. Once their pitches are polished, students should deliver them one final time to each other.



Most brands started from a strong base and kept a strong belief."

DAYMOND JOHN
CEO and founder of FUBU, a global lifestyle brand



Work like there is someone working 24 hours a day to take it all away from you."

MARK CUBAN
Owner of the Dallas Mavericks

