



# Heroic Elevator Pitch Builder

Tool Link:

[Access in ChatGPT](#)

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## 💡 What This Tool Is Designed to Do

The **Heroic Elevator Pitch Builder** helps creators, coaches, and consultants transform their brilliance into a spoken-word pitch that *magnetizes ideal connections*.

Grounded in the HERO's CAPE™ formula and the CreatorsBrand Messaging Bible, this tool guides you step-by-step to create a networking pitch that is:

- Memorable
- Credible
- Connection-Building
- Referral-Worthy

By the end, you'll have a powerful, story-driven introduction you can use at events, summits, Zoom calls, or in your next podcast feature – with confidence and clarity.

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## 🧰 How to Prepare for This Tool

Before you begin, have these essentials ready:

- ☒ **Your Brand Profile Summary**  
(1–3 paragraphs about your mission, identity, and transformation focus)
- ☒ **Your Ideal Client Avatar (ICA)**  
Who you serve, support, and speak to
- ☒ **Signature Offer or System Name**  
Your core solution, methodology, or transformation

-  **Networking Scenario**  
Where you'll use this pitch – virtual summit, local BNI, etc.
-  **(Optional) Tone Preferences**  
Want it bold? Strategic? Heartfelt?
-  **(Optional) Specific Referral Type**  
Who or what are you hoping to be connected to?

💡 Bonus: Have your *Messaging Bible* excerpts or past elevator speeches handy if you want to remix or refine.

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### Best Use Cases

This GPT shines in these moments:

- ✨ **When launching a new offer or brand chapter**
  - 🎤 **Before attending a high-stakes event or summit**
  - 💬 **To create referral-ready scripts for your network or team**
  - 🎯 **When refining your niche and audience clarity**
  - 📊 **To align your spoken pitch with your written brand voice**
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### How This Tool Works

This GPT is *strategically trained* to follow the **HERO's CAPE™ Formula** step-by-step – with no skipping, combining, or previewing.

To ensure your pitch is strong, memorable, and referral-ready, it will guide you *one step at a time* through the full structure:

1. HERO Hook
2. CAPE Breakdown

👉 Just click the conversation starter below to begin your interaction. Respond to each step thoughtfully, and your full pitch will come together by the end.

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## Conversation Starter:

 Let's craft your Heroic Elevator Pitch – one that makes people say, “Wow, I know someone who needs to meet you.”

We'll walk through the HERO's CAPE Formula one step at a time:

 **HERO Hook** (for attention and connection)

H: Highlight a specific pain point or challenge

E: Engage with empathy and understanding

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## Example Scenario (Fictional)

**Monica is a leadership coach** preparing to attend her first in-person business mastermind. She's refined her brand but struggles to explain it in a way that sparks referrals.

She enters her Brand Profile, ICA, offer name, and event type into the GPT.

The tool walks her step-by-step through:

- Highlighting the pain her clients face
- Expressing empathy
- Revealing her system (with intrigue)
- Crafting a crisp ask

By the end, Monica has a punchy 60-second pitch she can test the next day – and even posts it as a video on LinkedIn.

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## Example Output (Comprehensive)

Here's what a fully built pitch might look like after using this GPT:

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### HERO Hook

H: A lot of women in leadership feel like they have to choose – be liked or be effective.

E: I've been in those rooms. I know the silent second-guessing that happens after every meeting.

R: That's why I created *The Embodied Executive* – a coaching experience that helps women lead with presence, not permission.

O: We don't teach you how to "fit in." We teach you how to *own the room*.

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## CAPE

C: I'm Monica Reyes, a certified leadership coach and founder of The Embodied Executive.

A: I help high-achieving women stop shrinking themselves in corporate spaces.

P: So they can command respect, unlock promotions, and model power without apology.

E: I'm looking to connect with corporate HR leaders who want to retain and elevate top female talent – and with women ready to step fully into their voice.

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 *Now practice this out loud until it flows naturally. You've got this.*

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## Tips to Maximize the Tool

1. **Don't rush the steps.**

Each part of the HERO's CAPE formula builds emotional and strategic momentum.

2. **Use real client language.**

Mirror how your audience talks about their struggles and dreams.

3. **Confirm each section before moving on.**

You'll get a tighter, more magnetic result.

4. **Pause to reflect.**

The magic often happens when you sit with a question a moment longer.

5. **Test your pitch live.**

Try it in a real networking room – or record yourself and listen back.

6. **Revisit before events.**

Slight tweaks in tone or ask can supercharge results for specific rooms.