

# Shape Your Story and Elevator Pitch Worksheet

Create a clear storyline and define your elevator pitch as a freelancer or entrepreneur

Solid foundations on the inside - to stand (JUT) out on the outside.

Need a sparring partner? Or have feedback on this JUT in practice tool? Let's connect: [info@thejut.eu](mailto:info@thejut.eu) | [thejut.eu](http://thejut.eu) | [JUT LinkedIn](#)

Want to create a clear storyline and elevator pitch that help you share your value and connect with your audience with confidence - no matter the channel or platform? If yes, this JUT in practice tool is for you.

It will help you identify your audience, shape your story, and create a 30-second to 3-minute introduction or elevator pitch - ready and in your pocket. Giving you that extra pair of wings when you need to introduce yourself or explain what you do.

We've also included guidance on how to expand your story into your LinkedIn About section and activate it in a social media post.

To support you further in shaping your story, we've included a **preparation sheet to help you capture who you are, your proof and credibility, and how you show up.** These core elements form the foundation of your personal brand - helping you build with authenticity, clarity, and consistency.

## 1. Identify Your Audience and Market

Who am I writing my story for? Who do I want to connect with or influence? What challenges or goals do they have?

Your audience frames your message and your context. Your story only lands when it's directed at - or relevant to - the right people (or potential clients).

**Prompt:** Define who you're speaking to - who they are, what they need, what matters most to them and what they care about.

**Example:** I help [x audience] who [describe their challenge or goal] by [how I help].

**Nudge:** Think about the people or target groups you most want to work with - who they are, what they struggle with, and what they care about. Be specific. Define a clear group. If it applies to everyone, it connects with no one.

Why this matters: Your story only works when it's relevant to the right people.

## 2. Shape Your Story - From Stuck to Purposeful

What brought me here? What was my challenges or the challenges that I saw in the market? What were the gaps that inspired me to do something? Who was it influencing? What did I do or create? What is my purpose and mission now? To create what value?

Your story creates connection. It explains your journey, your motivation, and the value you bring.

### 2.1 Challenges

What problems or frustrations did you (or others) face?

**Prompt:** What wasn't working? What did you struggle with or observe?

**Example:** I used to struggle with [...]. I saw [who] struggling with [what]. [What] has always been a challenge. [What] did not work anymore.

**Nudge:** Think of what inspired you to do what you do today? What sparked your decision to start your business or to start freelancing.

### 2.2 Turning Point

What changed? What made you take action?

**Prompt:** What moment or realisation shifted things?

**Example:** Everything shifted when [...]. I realised that [...] [what happened]

**Nudge:** Think of the moment you knew *something must change*. Or when you got the idea of what will solve the challenge or problem.

### 2.3 The Solution

What did you do to overcome the challenge or fill the gap you saw?

**Prompt:** What solution, action, idea, or approach did you create, change or introduce?

**Example:** So, I created [what] to solve or help [who] do [what].

**Nudge:** Focus on what you did differently and the impact it creates.

Why this matters: Your story creates connection and meaning.

## 2.4 Mission

What do you do now, and why does it matter?

**Prompt:** Why do you do what you do now? What value or change are you creating for others?

**Example:** Now, my mission is to [do what] for [who] (in or to [what]) so they can [benefit].

**Nudge:** Keep it meaningful, simple and heartfelt. Your mission should feel like the natural next step after your solution. It should include the outcome and what the audience receive or how they benefit.

## 3. Create your Elevator Pitch

How do I say what I do clearly? How do I explain what I do clearly and simply? What does my audience or target market need to know, feel, or believe about me?

This is your story distilled into a clear and confident message delivered in 30 seconds to 3 minutes. Bringing your story and audience together into a clear message. It should feel natural, clear and true to you.

Start simple. Then expand. You can also enrich it with your personal brand foundations identified in the preparation sheet.

### 3.1 Short Pitch - 30 seconds

Who do I help? What problem do I solve? What's the outcome or transformation I create?

**Prompt:** Write a short 30 second message to communicate the crux of what you do and how you create value.

**Example:** I'm [name], and I help [audience] who [problem] to [result], so they can [benefit].

**Nudge:** Record yourself saying it aloud. This should sound like you, not a script - make it natural - it needs to be in your words. If it feels unnatural - simplify it.

See next page for the Expanded Pitch.

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## 3. Create your Elevator Pitch

### 3.2 Expanded Pitch (1 min +)


Janine's 5 Point process: (The Lazarus Method)

Use this if you want to add more personality, depth, and flow

 **Prompt:** Write a longer message of 1 min + to communicate what you do, why and how you create value, and more.

#### Process Example:

1. I am a [what you are]
2. I help [who you help]
3. One of my greatest passions is [your passion]
4. I've helped [who] to [result] (your proof / impact / value created) OR I've been fortunate to (your proof / impact/biggest problems solved/ value created)
5. Have you ever [question to engage]

 **Nudge:** Record yourself saying it aloud. This should sound like you, not a script - make it natural - it needs to be in your words. *If it feels unnatural, simplify it.*

*Why this matters: Clarity builds confidence and connection.*

## Food for Thought

Before you finalise your story and pitch, take a moment to reflect:


- Is it clear what I do and who I help?
- Would my audience recognise themselves in this?
- Does it feel natural and true to me?
- Is it simple enough to understand quickly?
- Am I focusing on value and impact - not just activities?





## 4. Expand Your Story - LinkedIn About Section

How will I introduce myself on LinkedIn by using my story?

Expand your elevator pitch into a short narrative that feels personal and professional.

 **Prompt:** Use the structure: \*Hook → Story → Value → Offer → Call to Action.\*

 **Example:** After years of [...], I realised [...]. Today, I help [...] to [...]. If you're ready to [...], let's connect.

 **Nudge:** Write it in the first person - people connect with you, not your job title..

### Example: Family Coach supporting children with learning difficulties

Over the years, I've worked closely with families navigating the challenges of school life when a child has learning difficulties.

Again and again, I saw parents feeling overwhelmed - unsure how to support their child, how to communicate with the school, and how to create the right structure at home.

Not because they didn't care - but because they didn't have the right support or guidance.

That's what led me to focus on family coaching.

Today, I help parents of school-aged children with learning difficulties create clarity, structure, and confidence - both at home and in collaboration with the school.


My approach is practical, calm, and supportive - focusing on small, realistic changes that make a meaningful difference in everyday life.


If you're navigating this journey and need guidance or support, you're not alone - feel free to reach out.


## 5. Activate Your Story - Social Post

How do I show up and share my story online?

Turn your story into a short, engaging post to introduce yourself.

 **Prompt:** Create a post that introduces you in your own authentic way - by telling your unique story.

 **Example:** Hi, I'm [name], and I help [audience] to [result]. Here's what inspired me to start...

 **Nudge:** Create a post that introduces you - in your own voice - by sharing your story and what drives you. Add a photo of yourself and end with a question to invite engagement

### Example: Family Coach supporting children with learning difficulties

Hi, I'm Mette, and I'm passionate about supporting families with children who experience learning difficulties.

I help parents of school-aged children who feel overwhelmed or unsure how to support their child - to find clarity, structure, and the right tools to help their child thrive.


This started when I saw how many families struggled to navigate the school system and support their children at home - often feeling alone in the process.

I realised that with the right guidance and small practical changes, both children and parents can regain confidence and calm.

What's one challenge you're currently facing when it comes to supporting your child's learning?


## Bring it All Together

Use your story across conversations, platforms, and content to show up clearly and consistently. Adapt your format, length, and level of detail to the context in which it is used. And enrich your story with your personal brand elements and foundations when needed.

 *Good luck. We wish you every success in your storytelling and pitches. Remember to bring your personality and energy to your story to leave a lasting impression.*

# Shape Your Story and Elevator Pitch Worksheet

Create a clear storyline and define your elevator pitch as a freelancer or entrepreneur

 Capture your thoughts as you go, and refine as you gain clarity

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## 1. My Audience and Market

Who am I speaking to?

My Audience	Their Needs
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
Pain Points   Key Challenges	What Matters Most to Them
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
What they need to know, feel or believe about me:	
<hr/> <hr/> <hr/>	

## 2. Your Story

### 2.1 Challenges

What problems or frustrations did you (or others) face?

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### 2.2 Turning Point

What changed? What made you take action?

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### 2.3 The Solution

What did you do to overcome the challenge or fill the gap you saw?

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### 2.4 Mission

What do you do now, and why does it matter?

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## 3. Elevator Pitch

How do I say what I do clearly? How do I explain what I do clearly and simply? What does my audience or target market need to know, feel, or believe about me?

### 3.1 Short Pitch - 30 seconds

Who do I help? What problem do I solve? What's the outcome or transformation I create?

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### 3.2 Expanded Pitch - 1 min +

Janine's 5 Point process: (The Lazarus Method)

- I am a ... 

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- I help ... 

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- One of my greatest passions is ... 

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- I've helped /been fortunate to ... 

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- Have you ever ... 

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## Story Notes for Myself




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## ● Story Enrichment



**How can I strengthen my story using my personal brand foundations?**

 Use the elements from your preparation sheet to enrich your LinkedIn About section and Social Post. Select from the things that you listed under the "Who I am", Proof & Credibility and How I show up sections. Identify 5 of the most important elements that strengthen and enrich your story.

Bring in elements from:

- Your key strengths and differentiators
- Your values and what you stand for
- Your unique way of working
- What you want to be known for

**My top 3 to 5 differentiators**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Example Starters

I bring a mix of ... \_\_\_\_\_

I am known for ... \_\_\_\_\_

From my recent case study ... \_\_\_\_\_

Recently my client and I ... \_\_\_\_\_

*Make sure your stories reflect not just what you do - but how you do it and what makes you different.*

## ● 4. LinkedIn About Section

How will I introduce myself on LinkedIn by using my story?

**Hook**

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**Story**

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**Value**

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**Offer**

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**Call to Action**

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## ● 5. My Social Post

How do I show up and share my story online?

Hi, I am ... \_\_\_\_\_

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## ● Actions to bring my story to life

What will I do to use my story consistently across conversations, platforms, and content?

Considerations: I will use my story when ... I will update / apply it on ... I will practice and refine it by ... I will share it through, etc.

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# Shape Your Story and Elevator Pitch Worksheet


Create a clear storyline and define your elevator pitch as a freelancer or entrepreneur  Use this sheet to prepare you for creating your story.


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## 1. Who am I?

What do I bring? What do I want to be known for?  
What are my top 3 skills or strengths?  
What do others often thank me for or compliment me on?

Identify the essence of what you bring - your skills, values, strengths and expertise.

 **Prompt:** List your top skills, key values, strengths and authentic traits. Then choose the top three things you want to focus on.

 **Example:**  
I'm known for [what], doing/solving/bringing/changing [what]  
I create [impact or result]  
I work in a [how I act], creating [result].  
I am a [role/expertise], with experience in [what].  
I bring a mix of [strengths] and [approach].

 **Nudge:** What three words do people use to describe you? Ask them if you are not sure.

### My top 3 skills / strengths

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### My top 3 values / traits

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

I am known for (or want to be known for) ...

\_\_\_\_\_

\_\_\_\_\_

**Me in a nutshell:** I am a [what], with experience in [what]. (or any of the examples above.)

\_\_\_\_\_

\_\_\_\_\_

*This helps people quickly understand what you bring and why it matters.*

## Your personal brand foundations ("Who I am")

Your skills, values, strengths, and how others experience you (or how you want them to experience you) - together with your credibility - shape your story.


When these are clear, authentic, and consistent - your personal brand becomes stronger, more trusted, and easier to connect with.

*Use this worksheet to write down your thoughts about your personal brand foundations - and refine them as you go. You can use this to inform your storyline and elevator pitch, and enrich your LinkedIn About Section, Social Post and how you personally introduce yourself.*


## 2. Proof & Credibility


Why should people trust and believe in me?

Your proof points make your story credible and believable. They show your experience, impact, and reliability.

 **Prompt:** List 3-5 proof points that demonstrate your credibility:

- Results you've delivered
- Roles or experience
- Clients or industries
- Testimonials or feedback
- Your unique way of working
- Certifications, publications and case studies

 **Example:**  
[nr] years in [field or industry]  
Led [what] in [global or regional]  
Built and led [what]  
Trusted advisor or partner to [who]  
Known for [what]  
I am a certified [what]  
Published [what].

 **Nudge:** If you can't prove it, it weakens your story - focus on evidence. You can also identify what you want to add to make your personal brand more credible.

### My top 3 to 5 credibility points


- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

*Proof builds trust, confidence, and authority*


## 3. How I Show Up


How do people experience working with me? How do I show up? (How I work and how it feels to work with me)

This is your human differentiator - how people experience working with you. It reflects your personality, style, and energy - keeping your story authentic and true to you.

 **Prompt:** Describe how you naturally show up:

- My personality (my authentic traits in action)
- My working style
- How I typically work with others
- How people describe the experience of working with me
- What makes me different?

 **Example:**  
[This will depend on who you are.]  
Focused on [what] . [How I act]. [What drives me]

 **Nudge:** Think of 3 things that make you unique and authentic. What are those things that make you stand out from your competitors? Think: Why should someone choose me?

### How I show up or stand out

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

*How you act leaves a lasting impression - it's how you make people feel*

## Scribble Notes for Who am I



\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What you bring gets you chosen. How you show up makes you memorable.



# “My Story – From Stuck to Purposeful”

Part of Shape Your Story and Elevator Pitch Guideline and Worksheet

Use this sheet as inspiration when crafting your own story. Each example follows the same flow: **Challenge → Turning Point → Solution → Mission.**

Your story is powerful because it's yours. These examples are here to spark ideas and show how you can turn your own journey into a clear, purposeful narrative. Each story follows the same flow – Challenge → Turning Point → Solution → Mission – but every voice is unique.

As you read through them, notice how each person connects their personal experience to the value they now create for others. Use these as inspiration to shape your own story in a way that feels authentic, confident, and true to you.

## 1. Danish Coach

**Challenge:** I used to struggle with helping professionals in Denmark express their value in a way that felt authentic. I saw so many talented people underselling themselves because they didn't know how to tell their story.

**Turning Point:** Everything shifted when I realised that confidence doesn't come from having the perfect CV, but from owning your story.

**Solution:** So I created a coaching programme that helps professionals uncover their strengths, shape their personal brand, and communicate with clarity and confidence.

**Mission:** Now, my mission is to empower professionals in Denmark to show up with confidence and communicate their value so they can attract the right opportunities and thrive in their careers.

## 2. Restaurant Founder

**Challenge:** I used to see families and friends struggling to find a place in Copenhagen where they could enjoy healthy, locally sourced food that still felt indulgent.

**Turning Point:** Everything changed when I realised that food could be both nourishing and joyful.

**Solution:** So I created Nord Table, a restaurant that brings people together around seasonal Danish ingredients, served in a warm, relaxed atmosphere.

**Mission:** Now, my mission is to create a space where people can slow down, connect, and enjoy food that's good for both body and soul.

## 3. App Creator (Connecting People)

**Challenge:** I saw how many newcomers in Denmark felt isolated and disconnected, struggling to build friendships or find community.

**Turning Point:** Everything shifted when I moved here myself and realised how hard it was to meet people beyond work or study circles.

**Solution:** So I created ConnectDK, an app that helps people find meaningful connections through shared interests and local events.

**Mission:** Now, my mission is to make it easier for people in Denmark to build real connections and feel a sense of belonging, no matter where they come from.

## 4. Software Company (App Builder Platform)

**Challenge:** We noticed that many small businesses had great ideas for digital tools but lacked the technical skills or budget to bring them to life.

**Turning Point:** Everything changed when we realised that building an app shouldn't be limited to big companies with big budgets

**Solution:** So we developed a simple, no-code platform that allows entrepreneurs and small teams to create their own apps quickly and affordably

**Mission:** Now, our mission is to empower creators and small businesses to turn their ideas into reality through accessible technology that fuels innovation and growth.

## 5. Art Teacher

**Challenge:** I used to see students lose confidence in their creativity because they believed art was only for the “naturally talented”

**Turning Point:** Everything changed when I realised that creativity is a skill that grows when people feel safe to explore.

**Solution:** So I started teaching art in a way that focuses on process over perfection, helping students rediscover joy and confidence through creative play.

**Mission:** Now, my mission is to help people of all ages reconnect with their creativity so they can express themselves freely and see the world with fresh eyes.

## 6. Product Creator (Unique Sustainable Brand)

**Challenge:** I noticed how many people struggled to find sustainable, stylish accessories that reflected their values.

**Turning Point:** Everything shifted when I realised I could combine my love for design with my passion for sustainability.

**Solution:** So I created Nordic Loop, a line of handcrafted, eco-friendly bags made from upcycled materials, each with its own story and character.

**Mission:** Now, my mission is to inspire conscious living through design, creating products that are kind to the planet and full of personality.