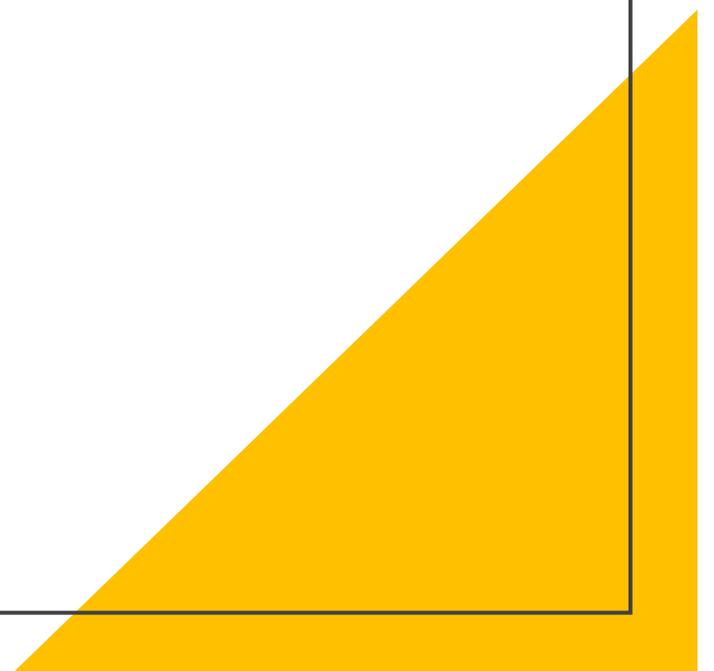


Five Finger Advocacy: An Alternative to the Elevator Pitch

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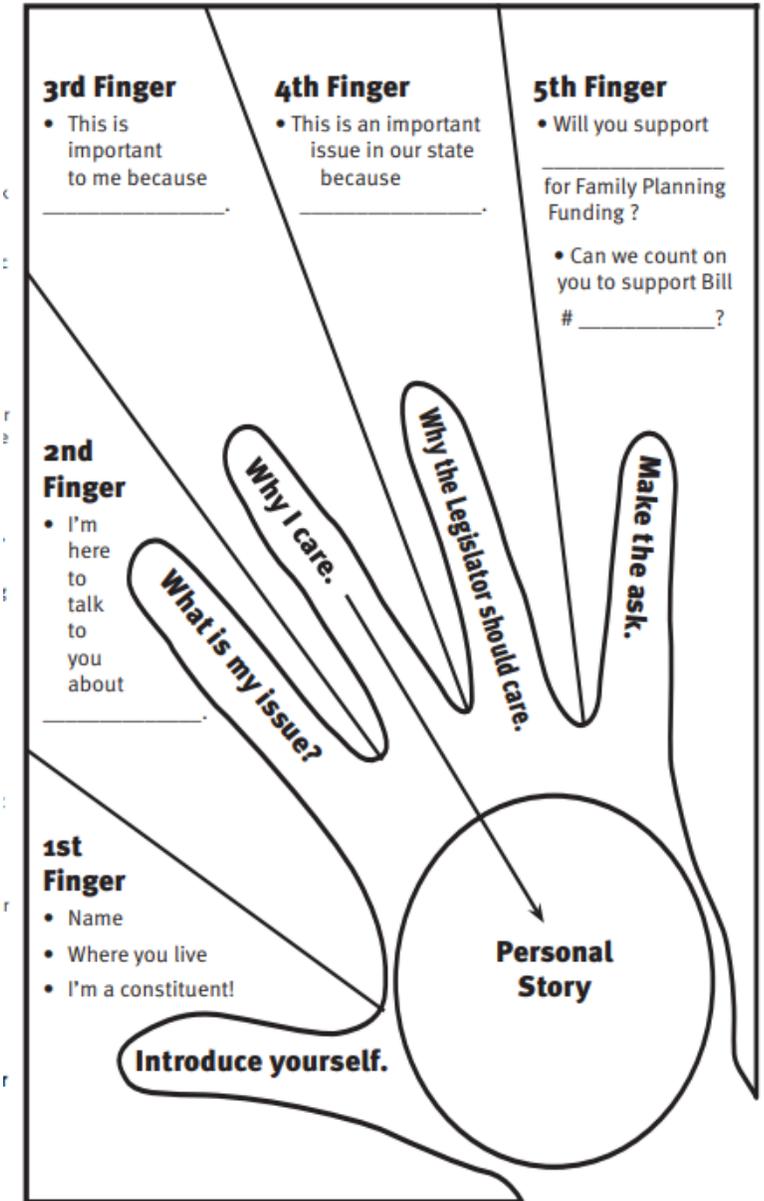


Elevator pitches
are
not good
communication.



Five Finger Model

Handy Guide To Crafting Your Message



Benefits

- Centers the audience and promotes empathy
- Makes stories action oriented

Uses

- Something additionally helpful for career fair prep
- Useful for professionals advocating for resources (like librarians)
- Harder to use in classroom settings 😞
- Requires that you be in conversation 😞 😊