

Preparing for market: Your elevator pitch

Exercise 5E

Imagine you have three minutes of a tour operator's time - an important opportunity to impress. Prepare yourself for this by focusing on three crucial elements of your outdoor experience. Make each of them as compelling, original and memorable as you can.

1 Describe your **LOCATION** using vivid descriptions, highlighting all the senses

2 Describe your **EXPERIENCE** in impactful verbs to emphasize the activity and what people will do and feel

3 Describe your **STORY** through the characters that bring it to life