



Creating a Masonic Elevator Pitch

Teaching New Jersey Freemasons How to Convert Interest
into Prospects





What is an Elevator Pitch? How does this relate to Freemasonry?

- ▶ A masonic elevator pitch is a short, introductory conversation with someone you don't already know explaining your lodge.
- ▶ Prepare your own talking points so you can comfortably explain why you like Freemasonry to another, interested man.



First-

Develop your Masonic Elevator Pitch

- Identify your goal- new members, convert prospects, how to network at public events
- Explain who we are, introduce your lodge.
- What are our benefits and attractions that appeal to other men?
 - Not what you like, think about what others like
 - Hint: it is unlikely that a non-mason will care much about symbolism, degrees, ritual...the things you've come to like after becoming a mason.
- Prepare questions to ask; know what to ask in advance
- Practice, with other brothers in your lodge. It only takes a few minutes to get it right.
- Be comfortable talking about Freemasonry to strangers.



Then- Deliver your Elevator Pitch

(Copied from John M. Hinck at Masonic Leadership Conference)

1. Spark the Interest

- Introduce yourself, your lodge location, and what you do in your lodge (not your station or place, but what you actually do)
- Ask questions, always open-ended so you get more than a one-word answer
 - Tell me about yourself
 - What do you like to do
 - What kinds of things do you find interesting
 - What are your thoughts about Freemasonry

2. Specific and concise

- Prepare responses, be ready- short and to the point.
- Remember, this is a two-way conversation, not your speech.

3. Powerful and positive

- The other guy should walk away from this conversation thinking “wow, I want to be like that.”
- Think about someone in Freemasonry whom you admire and try to mirror his optimism.



Deliver your Elevator Pitch

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4. Provide benefits of freemasonry to others
 - ▶ Relate what he told you about his likes and interests to the things we offer-history, community charity, brotherhood, self-improvement.
 - ▶ Try not to include benefits about which he has no interest.
 - (If he doesn't mention history, he's not going to be impressed that George Washington was a Mason.)
5. Close, or in sales, "make the sale"
 - ▶ Gain a commitment from him:
 - His Secure his mobile number for future invitation and....
 - Gain agreement to join you at upcoming, specific event (Ex. Dinner at Lodge next Thursday)
 - ▶ Always provide www.BeAFreemason.org as a resource.