

The Four-Step Elevator Pitch

1 Start by introducing yourself

“Hi, my name is Sara.
It’s so nice to meet you!”

2 Provide a summary of what you do

“I’m a PR manager, specializing in
overseeing successful initiative
launches from beginning to end.”

3 Explain what you want

“I find the work your PR team does to
be innovating and refreshing — I’d love
the opportunity to put my expertise to
work for your company.”

4 Finish with a call to action

“Would you mind if I set up a quick
call next week for us to talk about any
upcoming opportunities on your team?”

From *All About Love*, p. 117

Greed violates the spirit of connectedness and community that is natural to human survival. It wipes out individual recognition of the needs and concerns of everyone, replacing this awareness with harmful self-centeredness.

***Healthy narcissism** (the self-acceptance, self-worth, that is the cornerstone of self-love) is replaced by a **pathological narcissism** (wherein only the self matters) that justifies any action that enables the satisfying of desires.*

The will to sacrifice on behalf of another, always present when there is love, is annihilated by greed.

Narcissism- admiration of one's self /one's appearance