Creating an Elevator Speech

An elevator speech is a short (15-30 second, 150 word) sound bite that succinctly and memorably introduces you. It spotlights your uniqueness. It focuses on the benefits you provide. And it is delivered effortlessly... A great elevator speech makes a lasting first impression, showcases your professionalism and allows you to position yourself.
~ *Dale Kurow* http://www.dalekurow.com/elevator

Answer the following questions:

Who are you?

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How can you grab the listener's attention?

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What are your key strengths?

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What positive adjectives describe you?

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What will you bring to an employer? What can/do you do?

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What do you want to get out of the elevator speech? Why are you telling this person about yourself? What is your request for action? (talk to them about potential opportunities, ask for a card, ask for advice, get an application, etc.)

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Possible requests for action:
from http://www.quintcareers.com/job-search_elevator_speech.html

At a career fair: "I'd like to take your business card, as well as leave my networking card and resume. Would it be possible for me to get a spot on your company's interview schedule?

In a networking situation: "What advice do you have for me? Can you suggest any employers I should be contacting?"

Cold-calling an employer: "When can we set up a meeting to discuss how I can help your company?"

Telephone or e-mail situations: "May I send you my resume?" (For in-person situations, you should always have resumes handy).

Elevator Speech Examples

from **http://www.expressionsofexcellence.com/sample_elevator.html**

For A Lawyer for Non-Profits
"I'm saving the people who are saving the world! (She pauses and smiles). I'm Alice Anderson, a lawyer for non-profits. My company, Anderson NonProfit Strategies, based in the San Francisco Bay Area, specializes in helping non-profits keep their fund-raising legal. For more information e-mail me: alice@anpslaw."

For The Self-Employed
"Hi, I teach people how manners make money & politeness promotes profits in the market place. I teach etiquette to youth and adults. I'm Carolyn Millet, and it's my pleasure to meet you!"

For Trainers
"I turn conflict into agreement. I'm Robbie Gordon of the Conflict Resolution Institute. My workshops & coaching reduce your conflict. We teach people how to understand, discuss and resolve conflict so they can live happier lives. Let us replace the conflict in your life."

For An Insurance Agent
"I'm a money man with a plan: I make sure the money keeps flowing when your income stops. (Pause). Somewhere along the line, for one reason or another, you will no longer be working. My plans insure that individuals and their families are prepared for that day when it comes. (Another pause). Let's review your plan to make sure the money flows unabated. I'm Mark Eckhout with MML Investors Services."

"My firm takes over where Walt Disney left off. I'm Chal Daniels, and I will show you how to make your dreams come true. What is something you have always dreamt of doing? (Pauses and listens intently.) I can help you make your wish come true. Here is my card, call me, I'd love to work with you. I give you my assurance our insurance can help you dream big dreams."

BOG Participant (Create your elevator speech here):

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Notes