

The Elevator Speech

An elevator speech is a clear, brief message about your greatest passion. It communicates what the problem is, what your solution is and how it can benefit the world. It's typically about 30 seconds to a minute, the time it takes people to ride from the top to the bottom of a building in an elevator. (The idea behind having an elevator speech is that you are prepared to share this information with anyone, at anytime, even in an elevator.)

It is important to have your speech memorized and practiced. Rehearse your 30 second elevator speech with a friend or in front of a mirror. The important thing is to practice it OUT LOUD. You want it to sound natural. Get comfortable with what you have to say so you can breeze through it when the time comes.

This elevator speech is:

- absolutely not longer than 60 seconds
- or - in words - approximately 180 words
- or - in sentences - 18 sentences

A SAMPLE ELEVATOR SPEECH OUTLINE

Carefully planned and prepared presentations grab attention and say a lot in a few words. Use each idea to write one or two short powerful sentences.

What the Problem is

1. Smile to your counterpart, and open with a statement or question that grabs attention: a hook that prompts your listener to ask questions.
2. Tell what the problem is..
3. Tell how you are connected to the problem and show enthusiasm.

WHAT DO YOU OFFER

4. Tell how the problem can be solved.
5. Offer a vivid example.
6. Tell why you are giving this pitch to your listener.

WHAT ARE THE BENEFITS

7. Tell what very specific solution you are offering.
8. Tell them how they can become involved

HOW DO YOU DO IT

9. Give a concrete example or tell a short story, show your uniqueness and provide illustrations on how you work.

CALL FOR ACTION

10. What is the most wanted response after your elevator speech? Do you want an acknowledgement, a commitment, a sense of appreciation after your elevator speech?

OTHER QUESTIONS

These are other points, questions and business subjects you could ask yourself:

- Who is your target population?
- Where can you find them?
- How do you measure success?
- What are the background, major milestones and achievements of your team?
- Who are your allies, how do they solve a problem? What is your unique approach compared to them.

CHECKLIST FOR FINETUNING

STEP 1: First write down all what comes up in your mind.

STEP 2: Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.

STEP 3: Connect the phrases to each other. Your elevator address has to flow natural and smoothly. Don't rush.

STEP 4: Memorize key points and practice.

STEP 5: Have you really answered the key question of your listener:

STEP 6: Create different versions of your elevator speech for different situations.