

Your Elevator Speech

What is an elevator speech? Why do you need one? We're each going to write an elevator speech today and practice it in on each other.

Tips for writing a good elevator speech include...

Who is the audience for your elevator speech?

Brainstorm about what you want your audience to know

Now put those thoughts together into a draft elevator speech!

Your goal is to interest the listener in learning more

A bit of ego-stroking; make them feel like they understand what you do!

who you are, what you've accomplished, and where you hope to go in the future.

A good pitch should answer three questions: Who are you? What do you do? What are you looking for?

It is a short speech that is worth memorizing. In the timespan of 30 seconds you can let those you come in contact with know what your skills, interests, and future goals are as they relate to internships and jobs.

Don't speak the way you write. "I help individuals, couples, and families make sound financial plans so that they don't outlive their money" may read well on a website, but doesn't sound the way people really talk. When speaking, you might start with, "I'm a financial planner, and I make sure my clients don't outlive their money." Much more compelling, genuine and even fun.

Utilize common vernacular (aka, use the simplest language possible). Your organization's mission statement may talk about serving "the growing population of at-risk adolescents" but most people would say "kids who are at risk" in regular conversation. So say that.

Turn your pitch into a question. If you're a professional organizer, ask "You know that pile of papers you've got somewhere in your house that you've been meaning to get through? As a professional organizer, I help people finally get through it."

Practice saying your pitch out loud, with feedback. Rehearse it until it sounds completely unrehearsed (ironic, but important), and then get feedback on how "real" you sound rather than how "polished" you come across.

Name: _____

Write out your final elevator speech for me.
