

The 30 Second Elevator Speech

An elevator speech is a clear, brief message or “commercial” about you. It communicates who you are, what you’re looking for and how you can contribute to a group. It’s typically about 30 seconds, 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.) You can use your speech to introduce yourself to new people or employers. 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 25 to 30 seconds
- or - in words - approximately 80 to 90 words
- or - in sentences - 8 tot 10 sentences

A SAMPLE ELEVATOR SPEECH OUTLINE

Who are the people you will speak to? What type of gathering will you be attending? What do they need to know about you?

ABOUT YOU

1. Smile and open with a statement or question that grabs attention: a hook that prompts your listener to ask questions.
2. Tell who you are: describe you and your interests.
3. Tell what you do and show enthusiasm.

WHAT DO YOU OFFER

4. Tell what problems have solved or contributions you have made.
5. Offer a vivid example.
6. Tell why you are interested in your listener.

WHAT ARE THE BENEFITS

7. Tell what very special talents or solutions you can offer him or her.
8. What are the advantages of working with you? In what ways do you differ from other students?

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 response you want after your elevator speech? Do you want a team member, a job or an introduction to a coach or educator after your elevator speech?

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: What's In It For Me?

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