

Su Hartung

SCORE Certified Business
Mentor

Toastmaster

Franchise Business
Owner

30 years in international
corporate marketing,
communications and
electronic media

11 years Television news

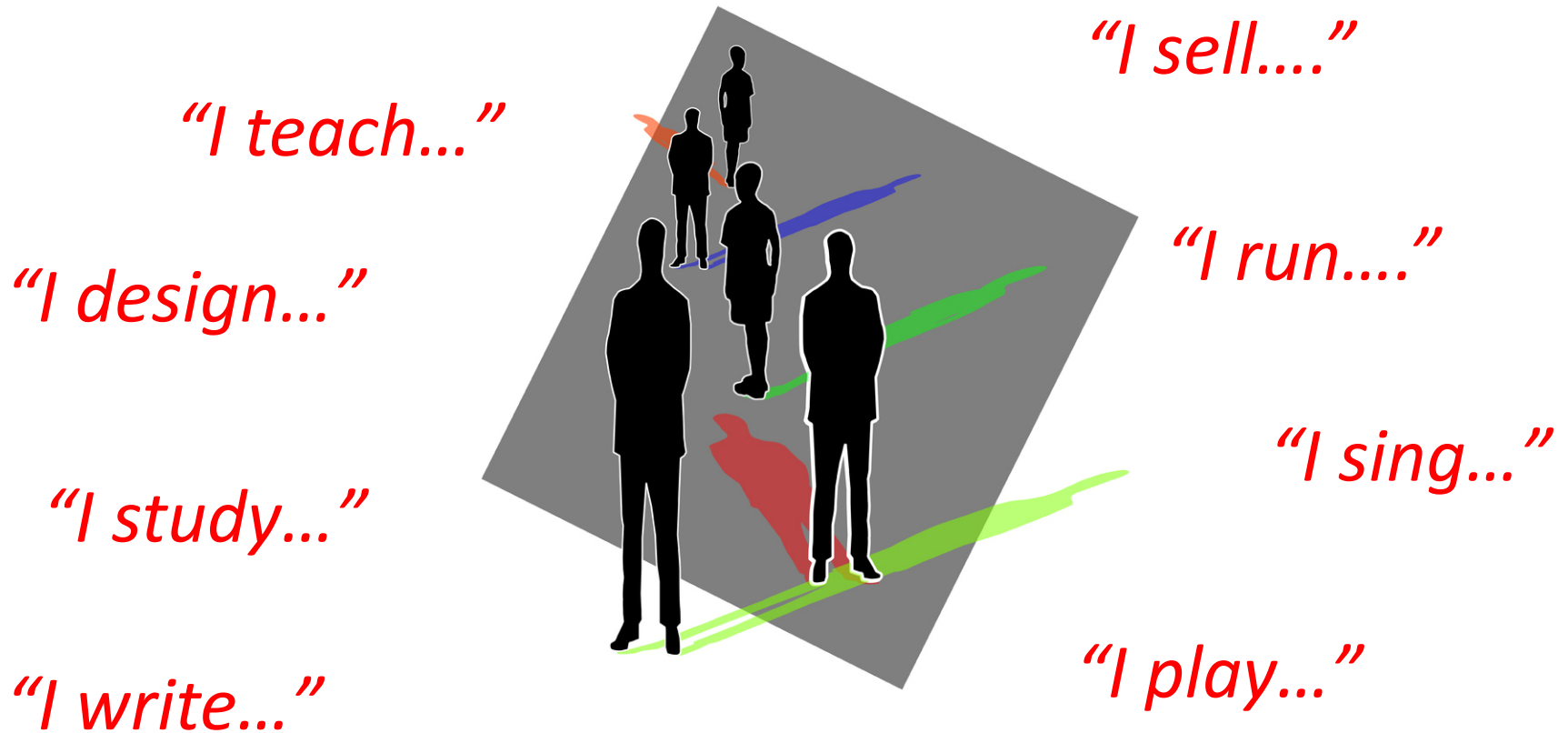
NIU Bachelor and
Masters degrees

Thinking on your feet: Your Elevator Speech

What Su Will Cover

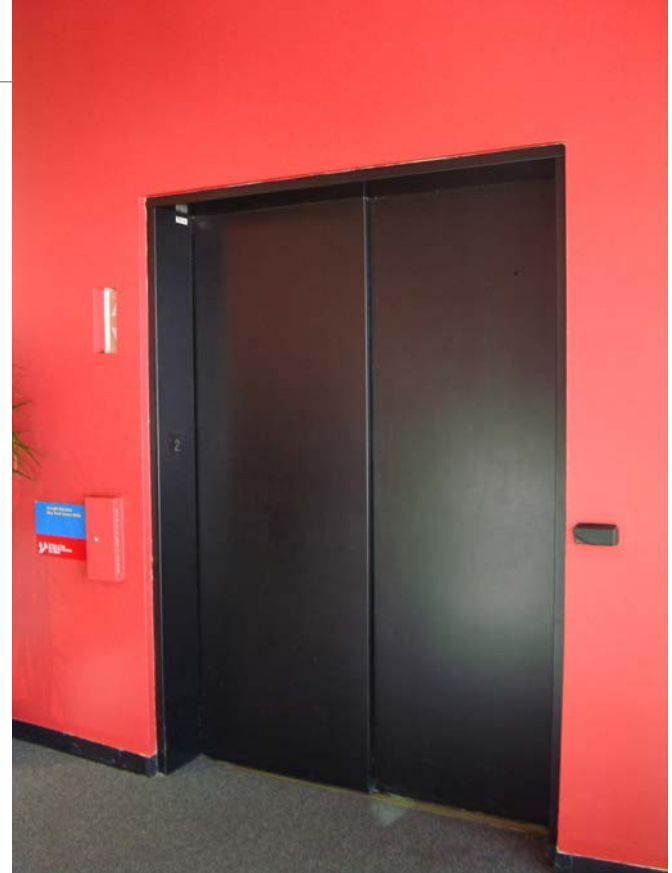
- What is an Elevator Speech
- What is Thinking on Your Feet
- What do I do when my mind goes blank
- How do I handle facing strangers
- What does a 30 second speech look like

Who are you and what do you do?



What is an elevator speech

An OPPORTUNITY



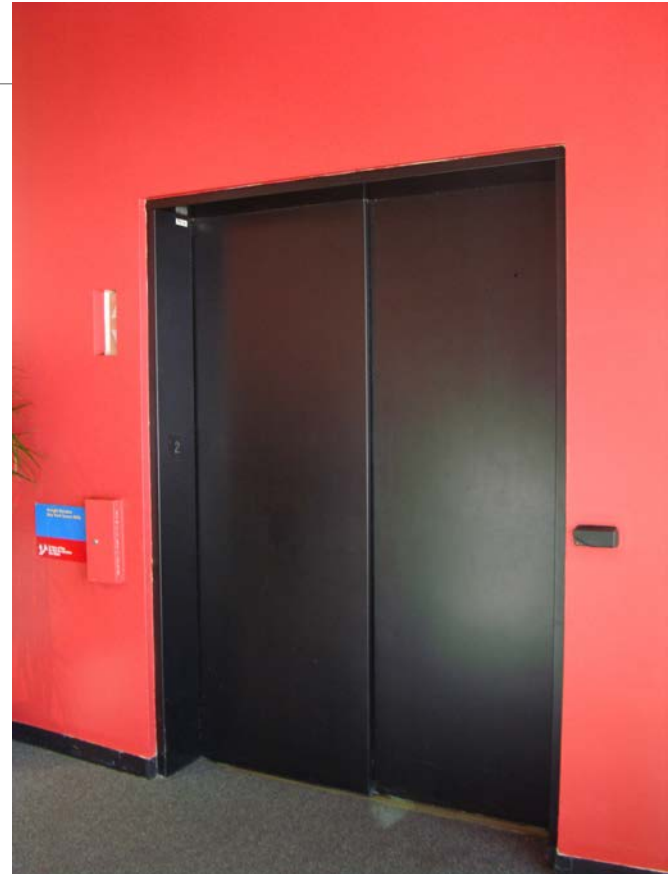
What is an elevator speech

Sell yourself in 30 seconds

This is not bragging. You are introducing yourself

You can't ramble. This is a summary

Emphasize value



What is an elevator speech

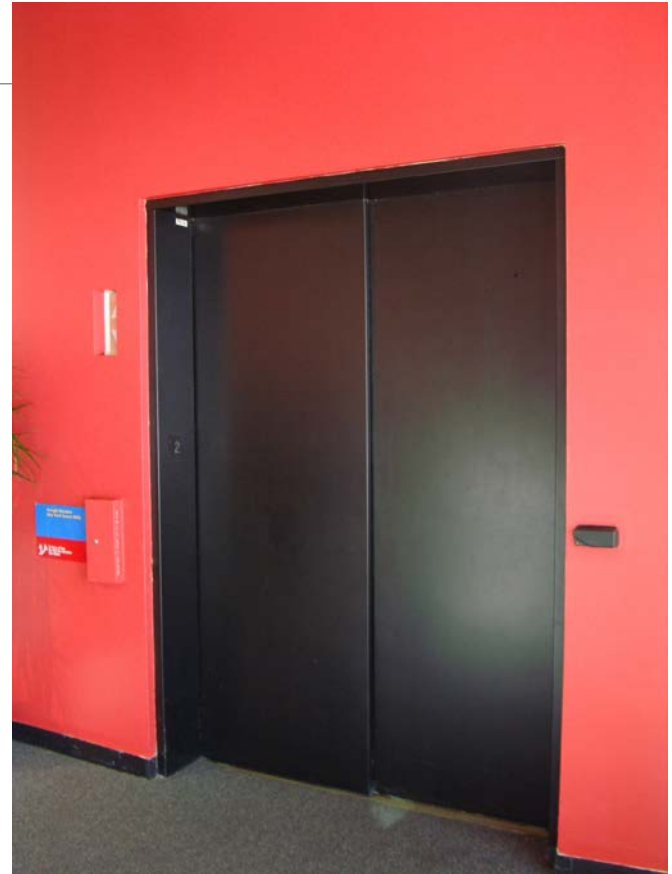
Define who you are

Describe what you do

Who is your audience

Create a closing comment that makes them want to learn more

What do you want this person to do next



What is an elevator speech

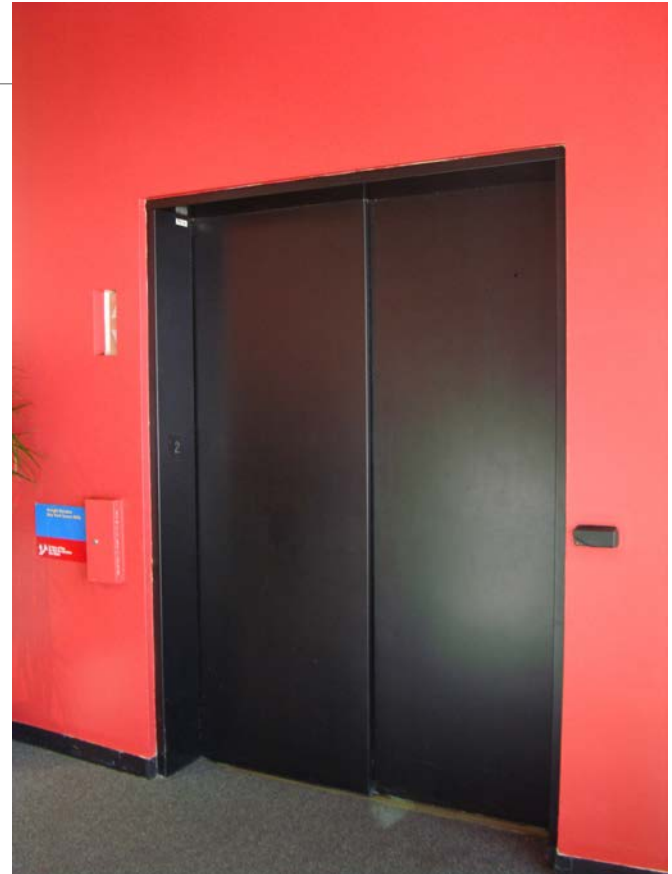
Write it all down, edit and cut,
cut, cut

Eliminate jargon

Download a speech timing app

Record on your phone

Practice in front of a friend
who will give honest feedback

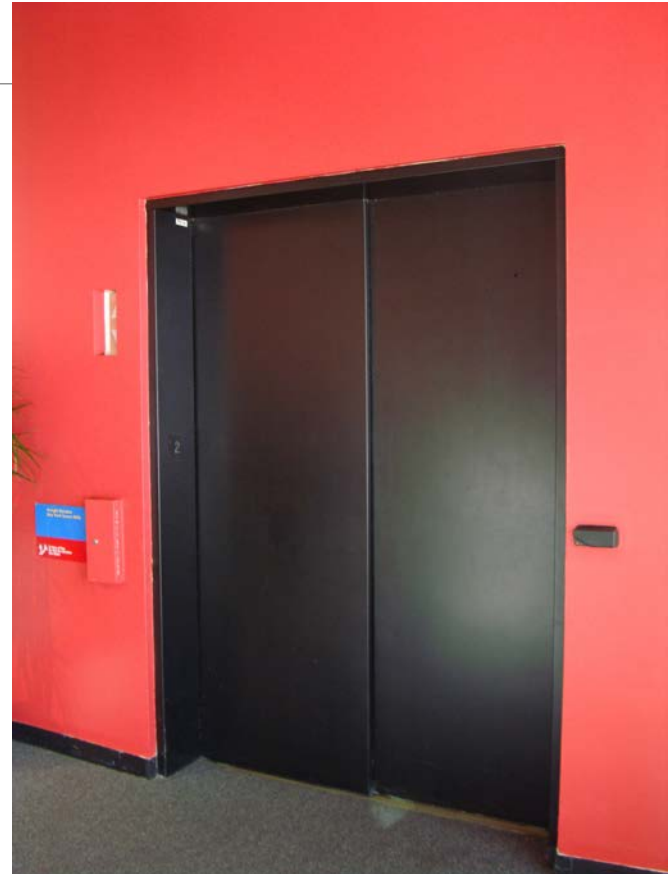


What is an elevator speech

Make yourself unique

Prepare different versions

What questions might come
after my elevator speech

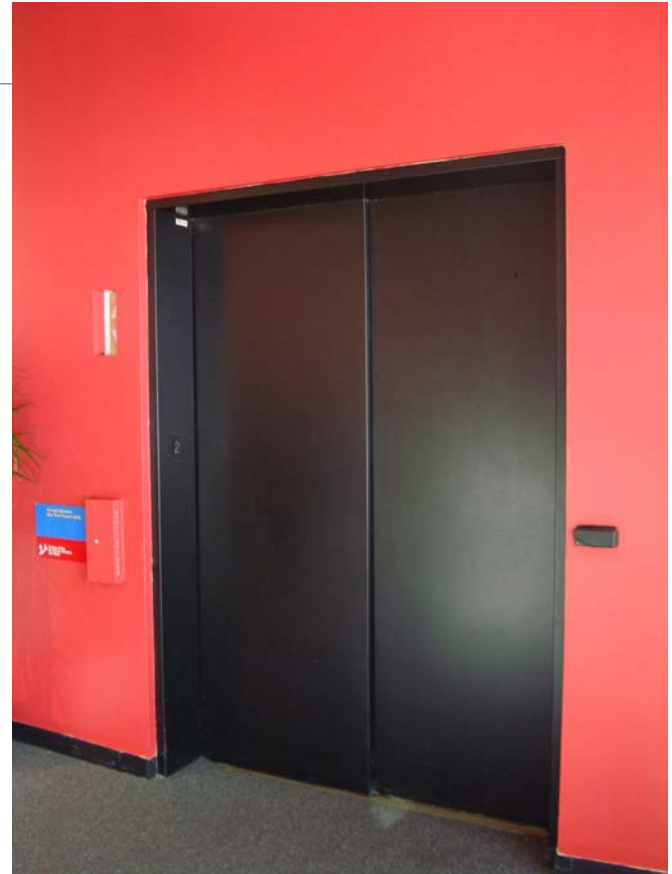


What is an elevator speech

Make Yourself Unique

Prepare different versions

What questions might come after my elevator speech



Elevator speech ideas

I'm Jack Jackson and I help people make friends with their computers. I've worked with computers, since I was 10. Now I'm a teacher's assistant in the school technology lab. I can teach you how to get the most out of your lap top.

Elevator speech ideas

What do I do? I'm a soccer fanatic. I started playing with my older brother when I was only 4 years old. I've played for several teams. Now I'm an assistant coach for my traveling team. Recently I started training younger players one-on-one. Do you have a player who's just starting out who would like to improve their skills?

Elevator speech ideas

I'm Karen and I'm in my 3rd year of French classes. I've always wanted to travel. Learning to speak other languages is the best way to meet new people. I am now at a level where I need to improve my conversation skills. You travel for your job. Do you know a French speaker I can practice with?

Elevator speech ideas

It's probably easiest if I describe an example of my work. My family is very creative from music and painting to gardening and tapestry. I was born an artist and I combine all my family's talents into single works. For example, I created a large wind chime that hangs from a piece I wove on a loom. In the fibers are fresh flowers.

Is this the type of item that I can sell in your shop?

Elevator speech ideas

I'm John and I hope to be an instructor one day. I also love fixing things. I created a way to help young people who drop out of school. I walk my neighborhood, get to know these guys, then offer to teach them how to repair bikes and small motors. It's a way for them to make a small income too. I'm also getting teaching experience. What have you got that's broken?

Let's Practice

10 minutes: write your 30 second Elevator Speech

Learn all about each other



Let's Practice



Define who you are

Describe what you do

Who is your audience

What is unique about what you do

Create a closing hook that engages them to want more

What do you want this person to do next

Let's Practice

10 minutes: write your 30 second Elevator Speech

Learn all about each other



Thinking on your feet

The Elevator speech is your preparation

Thinking on your feet is the application

Have you met an important person but were too nervous to speak?

When you are introduced to a new person, do you struggle to hold a conversation?

Thinking on your feet

OH NO my Mind just went Blank.

I look like an idiot.

Calm down!
You got this!!



Thinking on your feet

You have that Elevator Speech inside you

Take a breath. A pause gives you time to think

Is this a stranger or someone I know

What connection do I have to this person I can utilize

Thinking on your feet

Remember their name and use it in your response

Don't worry about what they think about you, listen to what they're saying and respond to their words

Keep a comfortable topic in the back of your mind you can jump to if the discussion comes to a natural end

It was nice meeting everyone

Create 30 second elevator speeches for different situations.

This is a brief description of you. Leave them wanting more information.

End with a question or statement that invites them to ask questions