What is an elevator speech?
An elevator speech is a clear, brief message or “commercial” about yourself or the organization you represent.

How long should it be?
To be effective, your elevator speech should be no longer than 30 seconds. This usually means that it is 80 or 90 words, or about eight to 10 sentences.

Writing My Elevator Speech
Read the following outlines to help as you write your elevator speech.

About Me:
1. Open with a statement that will grab the attention of your listener, perhaps provoking a question or piquing their interest.
2. Describe who you are or the organization you represent.
3. Explain to the listener what you do – and be sure to smile!

What Do I Offer?
1. Explain to the listener a problem that you have solved or a contribution you have made.
2. Offer a vivid, short example.
3. Show your passion; be sure to tell the listener why you are interested in your organization or idea.

What Sets Me Apart?
1. Offer the listener a few short examples of why you are different from others.
2. Tell your audience why they should work with you. What are the advantages?
3. Explain just a couple of special skills or talents that you offer.

Things to Remember:
1. Keep it short! Remove jargon and details that are unnecessary.
2. You want strong, powerful sentences. Connect your phrases to one another so that your speech is delivered naturally.
3. Memorize key points; don’t worry about reciting the speech word for word.
5. Be sure to keep in mind what you are seeking from the listener; perhaps you would like a meeting, business card or referral. If you keep this goal in mind, you are more likely to offer the listener what he/she wants to hear.