

Creating an Elevator Speech

These tips will help you perfect your elevator speech. Write down one sentence for each of the points below

- Smile to your counterpart, and open with a statement or question that grabs attention: a hook that prompts your listener to ask questions
- Tell who you are: describe you and your company (or what school you attend)
- Tell what you do (or your major) and show enthusiasm
- Tell what problems have solved or contributions you have made
- Offer a vivid example
- Tell why you are interested in your listener
- Tell what very special service, product or solutions you can offer him or her.
- Define the advantages of working with you?
- Give a concrete example or tell a short story, show your uniqueness and provide illustrations on how you work.
- Define the next steps- request a meeting, offer to reach out via email, etc.

Notice the action verbs that begin each point above. Remember these action words as you create your speech. Practice with a friend or mentor so you'll be ready. You've got this!