

# Elevator Speeches

An elevator speech is a 30 - 45 second introduction that tells who you are, what you do and the benefit that you can provide to the person(s) you are speaking to. You know you have been successful if you pique the interest of the person so that they want to know more. They are called elevator speeches because they should be about as long as the amount of time it takes you to ride from the lobby to the penthouse.

There are dozens of things that any one of us could say about ourselves that are true. Your elevator speech should be made up of those things that are *most compelling* to your particular audience. That means that you often need to have more than one elevator speech so that you can gear it toward different targets.

## Tips for creating an effective elevator speech

- An effective elevator speech opens doors. It does not make the sell and should not sound 'salesy'.
- Always choose the most compelling points for your particular audience.
- The words should roll off your tongue effortlessly and sound sincere. Practice your speech ahead of time. Sometimes what looks good on paper does not sound as good when spoken.
- It should "fit" your personality. Use words you are comfortable with. Use humor if it makes sense.
- Don't limit yourself to elevators. Elevator speeches are appropriate anywhere in answer to the question, "What do you do?" Think grocery store lines, conferences, social gatherings, etc.
- Pay attention to the reaction you are getting. Does the person look bored? Excited? Confused? Do they ask for a business card? This is how you know whether your speech needs to be reworked.
- Talk about the benefits you can provide (peace of mind, huge client generation, saving dollars, etc.)

## Examples

Hi. I'm Alan Grass — an estate planning attorney. I can make sure your kids are raised by the people you trust most in the event anything happens to you. I can also design your estate plan to protect your wealth, keeping the taxes as low as possible so that you can pass it along to the next generation.

Hello. I'm Larry Gold. I give children the kind of teeth that make them proud to smile. And my fees are reasonable so that parents can walk out smiling, too. I'm a pediatric orthodontist.

Hi. I design aesthetically beautiful homes that still show respect for the trees. My name is Cheri Bloom and my clients call me the "green queen". If you share my commitment to keep the environment healthy and to preserve our world, I'd love to talk to you. I am an architect and a pioneer in the world of green building.