

Elevator Pitch/Speech

An **elevator pitch or speech** is an overview of a company, role, or an idea for a product, service, or project. The name reflects the fact that an elevator pitch or speech can be delivered in the time span of an **elevator** ride (for example, thirty seconds and 100-150 words).

Formula

1. Who am I? (introduce yourself)
2. What do I do (business you are in)?
3. What group of people do I serve? (Be specific -- do you have a niche?)
4. Why am I different (Unique Selling Proposition)? What makes me different from competitors?
5. Why should they care (benefits to your customers)?

Do	Don't
<ul style="list-style-type: none">• Do make your Elevator Speech sound effortless, conversational, and natural.• Do rework your speech, sharpen its focus.• Do eliminate unnecessary words.• Do practice your speech. Know it well enough to express key points without <i>sounding</i> memorized.• Do be warm, friendly, confident, and sincere. Smile to show friendliness and enthusiasm; Use a strong, firm voice to express confidence.• Do take it slowly and pause briefly between sentences. Breathe.• Do project your passion for what you do.• Do maintain eye contact with listener.• Do be prepared to wrap up if you see the listener's eyes glaze over or interest wane.• Do avoid an Elevator Speech that will leave the listener mentally asking "So what?"• Do incorporate examples and stories to help support your points.• Do use concrete, listener-friendly language, paint vivid word pictures.• Do consider including a compelling "hook," to engage the listener, prompt him or her to ask questions, and talking.	<ul style="list-style-type: none">• Don't let your speech sound memorized, canned or stilted.• Don't ramble or get off track..• Don't get bogged down with industry jargon or acronyms that your listener may not comprehend.• Don't hesitate to develop different versions of your Elevator Speech for different situations and audiences.• Don't be afraid to leave your Elevator Speech as a voice message.• Don't focus just on yourself.• Don't forget to update your speech as your situation changes. 

