

# Writing Your Elevator Speech

## What is an elevator speech?

- An elevator pitch, elevator speech or elevator statement is a short 30-second promotion used by you as an overview to yourself, your company, or a product, service or idea that you are marketing.
  - The name "elevator pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds
- An elevator speech is as essential as a business card. You need to be able to say who you are, what you do, what you are interested in doing and how you can be a resource to your listeners. If you do not have an elevator speech, people will not know or understand what you really do.
- It can be used to answer the interview opener, "Tell me about yourself."
- The secret to writing a captivating elevator speech is to think like your audience and tailor the pitch to them, not you by clearly articulating how you can meet their needs

## Prepare your Elevator Speech

- **KNOW YOURSELF** - Before you can convince anyone of your proposition you need to know exactly what it is. You need to define precisely what you are offering, what problems you can solve and what benefits you bring to a prospective contact or employers.
- Answer the following questions:
  - What are your key strengths?
  - What is it you are trying to 'sell' or let others know about you?
  - What can you offer the person to whom you are speaking?
- Speech should include the following elements:
  - Your name, program of study
  - Why you are interested in their organization, and how you are a good fit for the position they have available
    - Keep your focus on how you can help employers, not how they can help you.
  - Some information on your skills, talents, experience, and any coursework that is relevant to the position
- Rehearse, revise, and rehearse it again until it's a strong, crisp statement you can deliver smoothly and confidently