

How to Write an Elevator Speech

An elevator speech is a short, intriguing speech about who you are, what you do, what you are looking for and how you can help solve a company's problems. They are designed to quickly introduce yourself to contacts and give them enough information to encourage them to learn more about how wonderful you are.

There are numerous ways to write an elevator speech. In general, it should be short (30 seconds to two minutes), intriguing, and it should answer specific questions. Shown here are two sets of questions to help you write your elevator speech. To keep it short, try writing your elevator speech on one side of a standard index card.

1. Who am I?
2. What do I offer?
3. What problem is solved?
4. What are the main contributions I can make?
5. What should the listener do as a result of hearing this?

-OR-

1. Who am I?
2. What business/field/industry am I in?
3. What group of people do I service? What position am I in? In what capacity do I serve? (Be specific -- do you have a niche?)
4. What is my unique selling proposition (USP)? What makes me different from the competition?
5. What benefits do my customers get from my services, based on my proven accomplishments?

Where would you use your elevator speech?

- Casual networking opportunities (plane flights, waiting in line, children's soccer games, cocktail parties)
- Career or job fairs
- Cold calls to potential employers
- Formal networking events
- Job interviews

