

Elevating Your Business With An Elevator Speech

So, what is an elevator speech anyway?

An elevator speech is a succinct verbal introduction that showcases you professionally. Think of it as your 30-second success sound bite. It must be memorable, benefits-oriented, and effortlessly delivered.

Why is it called an elevator speech?

This short introductory description is intended to prepare you for brief, and often, chance encounters such as those in an elevator. Thus, the name elevator speech. If you have interacted with others in an elevator, you know that you have only seconds to get to your point and to get your point across. That's the idea behind this short and sweet paragraph that you'll use to connect with new contacts.

What's in it?

The essence of your elevator speech is an engaging core message that conveys:

- Who you are,
- What you do,
- And most importantly, how your skills, products, or services benefit others.

It's that simple. No long winded recitation of accomplishments or laundry list of credentials. You want listeners to immediately understand how you can help them and hear the answer to "What's in it for me?"

Why do you need to prepare an elevator speech?

You could speak off the cuff every time someone asks you what you do. Or you could invest a bit of time up front to prepare and rehearse an elevator speech. Do the latter and you'll be consistently marketing yourself and/or your business with a core message that's delivered smoothly and confidently.

How do you go about preparing your elevator speech?

Think from the perspective of what problems you help solve. Write down "deliverables" in terms of benefits that your clients or customers would derive. Once you've done that, create an attention-grabbing opening sentence. Then weave an engaging 30-second short story that presents those benefits clearly and persuasively. When your elevator speech is written, practice it until you're reasonably comfortable saying it. Don't worry, it will get easier and more natural the more you use it.

Tell me your elevator speech. If you would like a complimentary critique, send it to Experts@MarketingRescue.com

Remember, your elevator speech is about getting interest and opening doors, not closing the sale. Deliver it with the intent of making a lasting first impression, showcasing a solutions orientation and positioning yourself for future success.



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