

Your Elevator Speech

Communicate Your Relevance – with Impact!

Elevator Speech:

An Elevator Speech is a statement you can deliver if you get into an elevator with someone and they ask you, “What do you do?” before the doors open at the top floor.



Know your audience, make yourself relevant!

An elevator speech has impact when it is relevant. If I am looking for a mechanic, then telling me you are a successful doctor is not important to me. Likewise, if I am looking for a mechanic, and you tell me what kind of auto repairs you do, and how you work with customers (and I like what I hear!) then you become the focus of my attention!

Whether you are introducing yourself at a business event, cocktail party or at a presentation to a potential client, an elevator speech has impact when it is:

- Authentic and genuine. Speak from the heart.
- Relevant. Speak to me as an individual. How does your work affect others? Why should I care?
- Descriptive. Tell me what it is you do and how.
- Concise. Keep it short and sweet. Make me want to learn more!

Be sure to describe *what* you do in your speech, then describe how you do it. Do not repeat your job description, or the title you hold, or the number of years you’ve been in the job unless it makes you unique. Focus on what is it you do differently than your competitors. If you have a niche, tell me about it. The goal is to entice the listener to want to know more.

Tips when someone asks...

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| “Tell me about yourself.” | They really don’t want your life story... What will be most interesting to that person? What makes you unique? |
| “What do you do?” | Instead of your job description, relay what do you do, for whom and how? What makes you different? |
| “What does your work mean to you?” | Describe how your work impacts/affects others. Tie your values to your company’s values. |
| “What makes you different?” | Highlight your uniqueness and contrast how you work from how similar professionals operate. Focus on results and quality! |

To learn more about differentiating yourself in the marketplace, contact:

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