

How to write your elevator speech

Identify who you are and who you serve

- Simple statement that grabs the other person and piques their interest. Use concise and clear language that isn't overly detailed.

Why do you do what you do?

- This will keep the person engaged and help you explain your purpose and passion.
Be clear on your professional abilities and experiences.

What makes you unique?

- What makes you different? Think about your greatest accomplishment or biggest problems you have solved. Emphasize your strengths.

Include a call to action

- Exchange business cards, offer to connect on LinkedIn or, better yet, request a meeting.
It is important that you speak clearly and with confidence.

Practice and Revise

- Practice your elevator pitch by saying it out loud. Saying it to family members, friends or co-workers will make you more comfortable.

Elevator Pitch Template:

I am a **(list what you are)**, helping **(list who you serve)**. One of my greatest passions is **(list your passion here)**. I have been fortunate to **(list some of your greatest accomplishments or biggest problems you have solved)**. Have you ever **(list your question)**?