

## ELEVATOR SPEECH SUGGESTIONS

1. START OFF STRONG - Opening line should snag their interest. They will want more
2. TELL WHAT YOU DO, NOT WHO YOU ARE – “I’m an accountant” only a glimpse.
3. REPEAT KEY INFORMATION – Often at the end of the ES.
4. BE INTERESTING BUT AUTHENTIC - Value is key and must be realistic.
5. PRIORITIZE YOUR PITCH – Be specific and use plain language stick to the important.
6. KNOW YOUR AUDIENCE - A good pitch will shift depending on who you want to reach.
7. FOCUS ON WHAT MATTERS – Explain why you are the person to solve the problem.
8. KEEP IT CONVERSATIONAL – Make it stand out and generate excitement.
9. THINK ABOUT YOUR END GOAL – What you do has a strong positive ending.
10. MAKE A CONNECTION – A networking tool, a verbal business card. What you can for them.
11. TELL DON’T SELL – Tell a compelling and unforgettable story that draws them in.
12. OPEN THE DOOR FOR CONTINUING CONVERSATION – Talking points and business card.

### EXAMPLES:

#### Management Consultant:

I keep your Company out of Dilbert’s comic strip! I am John Doe, a Bainbridge Island management consultant specializing in change. If your company is experiencing rapid growth or change I can offer experience and wisdom to keep your employees happy and your profits in the black.

#### Software Engineer

I’m the Claude Monet of Software. I am John Doe. My masterpieces are written with zeros and ones! I write clean code and elegant programs which come in on time and under budget. My artistry is yours, call me.

#### Financial Consultant

Hi, I’m John Doe. I help my customers by putting them in touch with Money! I’m a financial resource consultant based on Bainbridge Island. Here is my card, let me know if I can be of help.