

The 30 Second Elevator Speech

An elevator speech is a clear, brief message or “commercial” about you. It communicates who you are, what you’re looking for and how you can benefit a company or organization. It’s typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator. The idea behind having an elevator speech is that you are prepared to share this information with anyone at any time, even in an elevator.) At a career fair, you can use your speech to introduce yourself to employers. It is important to have your speech memorized and practiced. Rehearse your 30 second elevator speech with a friend or in front of a mirror. The important thing is to practice it OUT LOUD so it sounds natural. Get comfortable with what you have to say so you can breeze through it when the time comes.

This elevator speech is:

- absolutely not longer than 25 to 30 seconds
- or - in words - approximately 80 to 90 words
- or - in sentences - 8 to 10 sentences

A SAMPLE ELEVATOR SPEECH OUTLINE

These 10 speech topics will help to write a carefully planned and prepared presentation that grabs attention and says a lot in a few words. This format suggestion helps you to avoid creating a sales pitch. Use each idea to write one short powerful sentence.

ABOUT YOU

1. Smile to your counterpart, and open with a statement or question that grabs attention: a hook that prompts your listener to ask questions.
2. Tell who you are: describe you and your company.
3. Tell what you do and show enthusiasm.