

Elevator Speeches

An outline for a Basic/ Short form Elevator Speech (student or recent grad):

Hi, my name is _____. I will be graduating/I just graduated from _____ with a degree in _____ . I'm looking to _____.

Example of an elevator speech with a intriguing "hook"

Hi, my name is _____. I make dreams come true. "pause" I'm a wedding planner. I plan dream weddings for couples. I have a successful small business working for myself, but I'd like to get in with a large resorts that hosts weddings.

Improve on this basic structure by adding a request for action (and consider adding an element of intrigue -- or a "hook", Here are some action items that can be added in various situations:

At a career fair: "I'd like to take your business card, as well as leave my resume. Would it be possible for me to get a spot on your company's interview schedule?" **With an employer:** "When can we set up a meeting to discuss how I can help your company?"

A slightly longer version of your Elevator Speech also called a "Commercial", can be used in networking situations in which you have more time to talk about yourself. It is a great job-interview response to "Tell me about yourself" or "Why should I hire you?"

You can start out with the Sound Bite, and when your conversation partner asks you to tell more about yourself, so you segue into the Commercial. This introduction is typically 1-3 minutes long and contains more about your background, qualifications, and skills than the Sound Bite does.

You don't want your Elevator Speech (or commercial) to sound memorized. But, you are talking about yourself so the information should be familiar to you. It helps to write it out first. Practice saying it in front of the mirror, friends, and family. Don't worry, if you forget a detail, as long as you remember the main points you want to get across.

Nearly all experts agree in the importance of stressing your benefit to the listener and touching on how you're better than the competition. This principle encompasses many names -- Unique Selling Proposition, value proposition, benefit statement, competitive advantage, deliverables, -- but the bottom line is the same. What can you bring to the employer, and how can you do it better than anyone else?

Here are the keys to successfully developing and using an elevator speech in your job-search. Follow these simple rules and you should achieve success with this important tool of job-hunting.

- Do make your elevator speech 30 seconds long. No more.
- Do make your Elevator Speech sound effortless, conversational, and natural.
- Do make it memorable and sincere. Open a window to your personality.
- Do write and rewrite your speech, sharpening its focus and eliminating unnecessary words and awkward constructions.