

Writing Your Elevator Speech Quick Reference Card

Writing your elevator speech

What is an elevator speech?

An elevator speech is a short introduction of yourself to be used in networking scenarios. The goal of the speech is to **quickly** and **effectively** introduce yourself, including:

- Who you are.
- What you are interested in.
- What you are looking for or why you are there.

What should your elevator speech do?

Your elevator speech should:

- Be to the point (no longer than 25 to 30 seconds).
- Flow and sound effortless.
- Be memorable and sincere — not overly rehearsed or robotic.
- Be practiced, so you're comfortable, but do not sound memorized.

How can you create your elevator speech?

By writing and practicing an elevator speech ahead of time, it can help you manage nervousness and ensure you can deliver an effective introduction. Follow the steps below to write your elevator speech:

- **Step 1:** Write down everything you can think of about yourself.
- **Step 2:** Cut the jargon and details to make strong, short, powerful sentences, and eliminate unnecessary words.
- **Step 3:** Connect the phrases to each other — your elevator speech has to flow naturally and smoothly. Don't rush.
- **Step 4:** Identify and know the key points and practice your speech.
- **Step 5:** Review to determine if you have really answered the key question of your listener — what's in it for him or her.
- **Step 6:** Create different versions of your elevator speech for different business situations.

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Example

Here is an example of how to put together an elevator speech to ensure it includes all of the appropriate details:

Who you are

Hi! My name is Bob Jones. I recently left the Navy after seven great years in the Information Dominance career field, where I specialized in cyber counterterrorism.

What you are interested in

I have been following, with great interest, how the financial sector is developing technology to protect itself and its client investments against the increasing number of cyber criminals.

What you are looking for

I am looking for an opportunity as part of a cutting-edge team in the financial services industry to use my technical and management skills in this fast-paced and challenging field.

Complete elevator speech

Here is how the elevator speech flows when all of the parts are put together:

Hi! My name is Bob Jones. I recently left the Navy after seven great years in the Information Dominance career field, where I specialized in cyber counterterrorism. I have been following, with great interest, how the financial sector is developing technology to protect itself and its client investments against the increasing number of cyber criminals. I am looking for an opportunity as part of a cutting-edge team in the financial services industry to use my technical and management skills in this fast-paced and challenging field.

The following is **another possible example** of an elevator speech:

Hi, my name is Jane Doe. I just retired from the Army after 27 years as a Command Sergeant Major in the Air Defense field. While in the Army, I led a unit of 500 enlisted personnel to help manage the use and upkeep of more than 20 million dollars' worth of equipment. While continuing to perform my duties, I also obtained my degree in finance and provided oversight to the budget personnel in my unit. I would like to find a job opportunity within an internal finance department in the financial services industry to use my finance, leadership and organizational skills.