

# ELEVATOR SPEECH OUTLINE

An **elevator pitch** (or **elevator speech**) is a short summary used to quickly and simply define a person, product, service, or organization and its promise of value to be delivered. The name "elevator pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes.

[The business school at Pepperdine University](#) suggests knowing your audience and knowing yourself, including key strengths, adjectives that describe you, a description of what you are trying to let others know about you, and a statement of your interest in the company or industry the person represents. Armed with that knowledge, the job-seeker can then outline the Elevator Speech using these questions:

Who am I? What do I offer? What problem is solved? What are the main contributions I can make?

What should the listener do as a result of hearing this?

**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.
3. Tell what you do and show enthusiasm.

## WHAT DO YOU OFFER

4. Tell what problems you have solved or contributions you have made.
5. Offer a vivid example.
6. Tell why you are interested in your listener (looking for a job!).

## WHAT ARE THE BENEFITS

7. Discuss what very special service, product or solutions you can offer him or her.
8. What are the advantages of working with you – What are your best qualities?

## HOW DO YOU DO IT

9. Give a concrete example or tell a short story, show your uniqueness and provide illustrations on how you work.

## CALL FOR ACTION

10. What is the most wanted response after your elevator speech? Do you want a business card, a referral or an interview for a job after your elevator speech?

## CHECKLIST FOR FINE-TUNING

STEP 1: First write down all what comes up in your mind.

STEP 2: Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.

STEP 3: Connect phrases to each other. Your elevator address has to flow natural and smoothly. Don't rush.

STEP 4: Memorize key points and practice.

STEP 5: Have you really answered *the* key question of your listener: *What's In It For Me?*

STEP 6: Create different versions for different business situations of your elevator speech. Note them on professional business cards.

### **Sample Elevator Speech:**

**Example # 1.** *"Hi, my name is Mary Jones. I am currently a sophomore student attending ABC college. My major is in business with a minor in art. I have volunteered with the student credit union throughout my first and sophomore year at college. Last summer I completed an internship with The Museum of Modern Art, and I'm hoping to find an internship in finance this summer in the Boston area. I have always had an interest in art and I'm also finding that I have a knack for business. In the future I'm hoping to combine these two very different disciplines and find myself a career that includes them both."*

**Example #2.** *"I've been serious about the financial markets since my freshman year. For the past two years I have been closely following the financial news, meeting with alums to understand their jobs, and assuming growing amounts of responsibility within our school's investment club. I am currently the Chief Investment Officer for the school's \$115K student-run fund. I spent last summer on the buy side at Wall Street Global Advisors on the trading floor with the trader who managed the biggest accounts. I also manage my own money, trading a long shore equity account of \$35K that so far has generated a 40% return."*

**EXAMPLE #3.** *"I am a Division I scholarship athlete and was recently voted team captain. Despite a heavy practice and travel schedule, I have maintained a 3.6 GPA as an Economics and East Asian Studies double major. I became involved in my fraternity's Big Brother program as a freshman and thought we could do much more, so I spearheaded an initiative that grew the percentage of fraternity members actively participating from 20% to nearly 60%. Last year I pitched the program to five other Greek organizations and we now have over 200 Big Brothers and Sisters, and it is the most popular social service program on campus."*

**Example #4.** *"Hi, my name is Brad. I am currently a sophomore student attending West Virginia University in Morgantown WV. In college I plan on majoring in business administration, specifically in the area of finance. This summer I did an internship with the Groundhog Hedge Fund Group and I hope to work in my college's credit union when I return to school this fall. Ever since I can remember I have always had an interest in numbers and I feel certain that this is something I want to do in my future career. Next summer I'm hoping to get another internship learning more about how the international financial market operates. I also want a career working with people since I enjoy assisting others with their finances and I had a blast this year preparing a presentation as a team with a group of other students for my business management introductory course."*