

Creation of your elevator speech: Hints for a flawless end-product



Create the content of your elevator speech

Divide your elevator speech content into five sections:

1. Define who you are by using strong, positive, action-oriented adjectives
2. Describe your field of studies and expertise; the responsibilities you could take on, as well as what you can offer as a professional
3. List any specialties and skills by using key words
4. Provide two major accomplishments that prove your value and that back up all the information you just provided.
5. Describe your goals as a professional, as someone who is just starting his/her career: what you want to do and accomplish.

Who am I?

What do I have to offer?

What are my specialties?

Your goals

Put it all together

Create a unified and seamless speech from all the information you collected on the previous page:

Practice your elevator speech

Make sure you:

- Get it down cold;
- Make it fresh, (each and every time you state it);
- Be silent (give them time to think);
- Look comfortable, cool and relaxed...smile.