

## Creating an Elevator Speech

An elevator speech is a short (15-30 second, 150 word) sound bite that succinctly and memorably introduces you. It spotlights your uniqueness. It focuses on the benefits you provide. And it is delivered effortlessly... A great elevator speech makes a lasting first impression, showcases your professionalism and allows you to position yourself.

~ Dale Kurow <http://www.dalekurow.com/elevator>

Answer the following questions:

**Who are you?**

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**How can you grab the listener's attention?**

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**What are your key strengths?**

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**What positive adjectives describe you?**

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**What will you bring to an employer? What can/do you do?**

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**What do you want to get out of the elevator speech? Why are you telling this person about yourself? What is your request for action? (talk to them about potential opportunities, ask for a card, ask for advice, get an application, etc.)**

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**Possible requests for action:**

from [http://www.quintcareers.com/job-search\\_elevator\\_speech.html](http://www.quintcareers.com/job-search_elevator_speech.html)

**At a career fair:** "I'd like to take your business card, as well as leave my networking card and resume. Would it be possible for me to get a spot on your company's interview schedule?"

**In a networking situation:** "What advice do you have for me? Can you suggest any employers I should be contacting?"

**Cold-calling an employer:** "When can we set up a meeting to discuss how I can help your company?"

**Telephone or e-mail situations:** "May I send you my resume?" (For in-person situations, you should always have resumes handy).