

# Creating an Elevator Speech Tips

- **Keep it simple:**

When delivering an elevator speech remember, you have a limited amount of time to make a good first impression. Your elevator speech should be no longer than 60-seconds in length.

- **Define your goal:**

Begin creating your elevator speech by thinking about the main points you want to make in your communication. Write down a few key words or phrases that describe your business using imagery.

- **Explain what you do:**

Start your speech by describing what you and your organization do with enthusiasm. Without using a lot of industry related jargon, highlight your expertise and that of your co-workers. Show your passion for what you do for a living. It will be contagious, and people will remember you for it.

- **Engage the other person:**

Prepare an ending to your pitch that gives the other person a chance to ask questions or enables you to schedule a meeting with the individual. Encourage him/her to share their elevator speech.

- **Memorize and practice your speech:**

Rehearse your speech in front of a mirror. Make sure it flows and sounds conversational.

## **Elevator speech example:**

*I am a real estate settlement professional with 10 years of experience and a strong track record of assisting individuals and businesses with the transfer of homes and commercial property. The company I work for has been in operation for 30 years and employs only highly experienced professionals. Together we help people achieve their dreams and provide seamless closings that create opportunities for the REALTORS™ and lenders to capture repeat and referral business. I'd be happy to meet with you to talk about our services and discuss some ideas on how we can help grow each other's business.*