# **Elevator Speech Basics**

An elevator speech is a brief introduction (about 30 seconds or 150 words) that communicates who you are, your professional goals and what you have to offer a potential employer or organization.

This is your opportunity to present yourself in an interesting and memorable way. Since it is your first opportunity to make a lasting first impression, it is important to take time to make a memorable speech that emphasizes your unique skills and purpose.

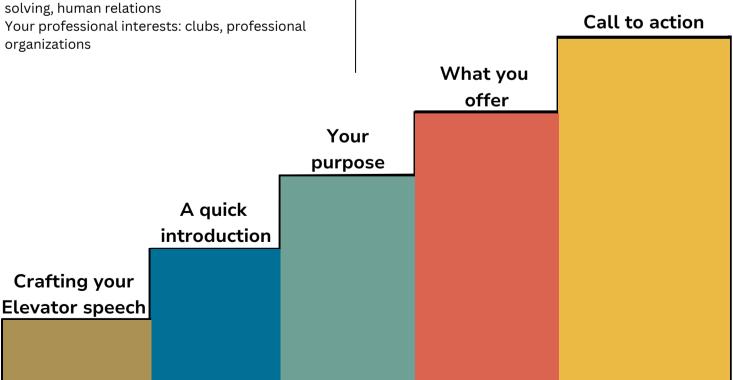
# **ELEVATOR SPEECH "QUICK" FORMULA**

To begin, ask yourself, what am I trying to achieve with this elevator speech? Then, begin to write your speech.

- 1. Begin with an introduction. My name is \_\_\_\_. I am a student at TXST College of Business majoring in.
- 2. Write a single sentence telling what you do/want to do. Be specific, the key is to give some insight into both your approach and the type of value you bring.
- 3. Describe your experience and/or a skill you have developed that make you a strong candidate for the role. Write one or two sentences that describe your experience/skills. Be specific and brief - try to differentiate yourself to be memorable. Consider including:
- Your experience: employment, internships, volunteer work, academic projects
- Your accomplishments: awards and certifications
- Your strengths: feedback or compliments on your performance or participation?
- Your transferable skills: things like organization, communication, research, planning, problem-
- Your professional interests: clubs, professional

- 4. Create a call to action with a specific ask in mind. Consider the following questions:
- What would you like them to do for you?
- What are you trying to achieve?
- Are you trying to build your network?
- Obtain a job or internship, learn more about a specific company?

5. What are the questions you can expect to receive from your elevator speech? Anticipate the questions so you can move the conversation along.



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## TIPS FOR A SUCCESSFUL ELEVATOR SPEECH

### Make it memorable.

Capture the listener's attention using a story/example.

#### Make eye contact.

Look at the listener to communicate vour interest and confidence.

# Keep it brief.

Your speech should be clear and focused, for about 30 seconds.

### Keep your speech current.

Regularly update our speech with new and experience

#### Have a purpose.

Know and communicate your end goal to the listene**r.** 

Emphasize the things that make you unique and attractive to employers.

#### Be confident.

Deliver your speech with a smile and firm voice, it will show you are self-assured.

#### Focus on what you can offer.

Let the employer know what you can do to help them.

Hi, my name is Ashley Martinez, I'm a masters student at Texas State studying Data Analytics. I became interested in big data at a national security case competition. I participate in research with my professors, where I have used Python and Tableau. My long term goal is to help organizations manage their data assets and find the best ways to surface insights from the data. Do you have any advice for

I'm Alex Wilson a current Texas State University Master's of Business student with a bachelor's Sell your value. degree in English. I work as a freelance copywriter for local businesses and nonprofits, and a movie critic for AP news. My recent review of Origin received 48,000 shares on Twitter. Perhaps you've come across it? I'm looking to transition this experience to use in a marketing department, do you have any positions in your company that might fit my expertise?

## Make every word count.

edit your speech multiple times to take out words you don't need.

#### Customize it.

Have different speeches for different audiences/situations.

# Stay focused.

Know what you plan to say and stay on track. Don't ramble.

#### Pace yourself.

Take your time and don't talk too fast or too slow.

#### End with a call to action

Ask for a business card, interview, or more information from the listener.

### Use simple language.

Avoid using acronyms or words your listener may not understand.

#### Do your research.

Find out which skills are valuable in your field and use them in your speech, if possible.

#### Practice your speech.

You don't have to memorize it, but it should sound effortless.