

Elevator Speech

Lesson 2, Products & Customers || Worksheet

Use this worksheet to help you create your perfect Elevator Speech. Remember, its not an exact formula, its a guideline that will guide you to tweak your elevator speech to work in any circumstance. Consider creating an Elevator Speech for each of your products or products groups, as well as your business as a whole.

TODAY'S DATE

Step 1: What do you sell?

List your various products in clear, concise language.

Step 2: What is unique or special about what you sell?

Why would someone buy your product? What will they get? Refer to the key benefits for each product.

Step #3: What is your Call to Action?

What do you want the people hearing your elevator speech to do? What is their next step?



Step #4: Draft Your Elevator Speech

It's important to do a draft so that you can play around with different ideas and words to make your Elevator Speech clear, concise, and compelling. Remember, your Elevator Speech will be different every time you give it, depending on the circumstance and who you are talking to, so drafting it for different circumstances and audiences, and for your various products, is very important.

My Elevator Speech DRAFT:

Step #5: Write Your Elevator Speech

Once you've drafted several versions, come up with one Elevator Speech that you believe will work well in a variety of circumstance and for a variety of audiences. The wording may change, but the essence will stay consistent so that you have a go-to Elevator Speech ready in your back pocket if you need it. Get comfortable with your elevator speech, use it often, and run it by other people.

My Elevator Speech: