

Preparing Your Elevator Speech Activity

Adapted from "The 30 Second Elevator Speech," University of California, Davis

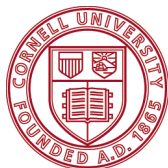
An elevator speech is a clear, brief message or “commercial” about you. It communicates who you are, what you’re looking for and how you can benefit a company or organization. It’s typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator.

The bones of your speech:

- Who you are and your connection to the garden project
- About the garden project and its role in the community; give a specific example of impact.
- Why you are interested in the listener and what collaboration or partnership could occur.
- What the benefits are of partnership or collaboration
- A call to action. For example: come visit the garden, attend our next meeting, make a donation, or lead a workshop at the garden.

Write your speech:

- Step 1: First write down all what comes up in your mind.
- Step 2: Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.
- Step 3: Connect the phrases to each other. Your elevator address has to flow natural and smoothly. Don't rush.
- Step 4: Memorize key points and practice.
- Step 5: Have you really answered the key question of your listener: What's In It For Me?
- Step 6: Create different versions for different situations of your elevator speech.



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