



Best Tips Ever for an Attention Grabbing Elevator Speech



If you're a small business owner, entrepreneur or professional, do you have a ready-to go, smart and savvy answer when someone asks, "What do you do?" You might be in a networking group and know what to say by heart, but there's always room for improvement and improv. An elevator speech is a short, compelling statement about who you are, what problem you solve and why others should work with you.

Fortunately, a winning elevator speech can be relatively simple, quick and fun to create. It should also be flexible and easy to change up depending on your mood, audience, environment and your personal goals. If you want to present your best self and make a positive impression, here are 5 things to keep in mind so you won't "get stuck between floors."



1. Aim High

There are many aspects of your professional life, so trying to summarize “what you do” in about 20-30 seconds is easier said than done. Start from the top floor and work your way down by focusing on the principles and priorities of what you do instead of the specifics and details. Think about WIIFT. From a bird’s eye view, what can you include that’s important for your audience to know, and how is that applicable to you?

2. Be Different

The corporate world can be a serious place, so inject some fun and joy in your elevator speech. In person and on stage, I often refer to myself as “Rockin’ Robin”. The goal here is to help you stand out and be remembered. Plus, it demonstrates you take what you do seriously, but you don’t take yourself too seriously. Showing personality is an attractive trait that sets leaders apart, regardless of their industry. You are your brand wherever you go, so be that brand.

3. Add Energy

What you say in your elevator speech is vital, but it’s also *how* you say it. Use action words to make your message energized, upbeat and enthusiastic – and always smile – even when you’re writing about yourself in an email or talking on the phone. Believe it or not, this influences your attitude which impacts your delivery in ways you can’t imagine!

4. Focus on Solutions

Yes, your elevator speech is in response to the question “What do you do?” (or some variation). But, the real question you’re being asked is: “What do you do and why should I care?” That means your answer should focus on solutions. How do you help people with your product or service? How can you make their life better, save them time or money? Personalize your response, solve their problem and make an instant, lasting connection. Plus, you’ll also spark referrals.



5. Have a Call to Action

In my experience, the most common problem with elevator speeches is having no CTA (call to action). This doesn't give you permission to blatantly sell, but rather invite the person you're with to take the next logical step in the relationship. Agree to connect on LinkedIn, stay late after a meeting or grab a coffee. The specific CTA is up to you and will change based on the context. Just make sure you're both committing to it. Awkward, confused post-elevator speech silences are the enemy.

The Bottom Line

Creating a powerful and personalized elevator speech, and using it consistently – in person, emails, social media, over the phone and everywhere else – can give you a distinct advantage. Being clear on who you are and what you do, gives you confidence. It also helps you stand out from the crowd and take your career to new heights. After all, you already know the meaningful and important work you do. Isn't it time you shared that information with allies and influencers who want to be a part of your story?

About PR and Brand Expert Robin Samora

Small business marketing and PR expert Robin Samora teaches small business owners how their brands can command attention in a noisy, crowded marketplace. Through her speaking, consulting and coaching, she helps clients find their ideal prospects, form valuable relationships and turn followers into loyal customers and raving fans.



Robin's mission is to help clients increase branding and visibility online and offline by cutting through the clutter so they can get noticed and sell more products and services. She uses social media, email marketing, speaking and free publicity strategies to enhance credibility, reputation and leadership



position – even without a PR budget. Robin also shares marketing tools, tricks and articles on her weekly tip sheet, [“Robin’s Rainmakers.”](#)

Contact Robin at (617) 921-3448 or email her at Robin@RobinSamora.com to find out about how she can help you grow your business and brand.

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