ELEVATOR SPEECH

What is an Elevator Speech?

An elevator speech is also known as a “30-second commercial.” It is a clear, short message about yourself in 30 seconds or less. The idea is that, if you find yourself sharing an elevator with a potential employer, you might only have half a minute to connect. Sometimes 30 seconds is all you need!

- Use a statement or question to get the employers attention and pique their interest.
- Your speech should go no longer than 60 seconds.
- Showcase your passion, energy and dedication to the employer.
- At the end of your speech, ask for a business card and a follow up.

Sample Template

1. Hello __________, my name is _______________. I am a new graduate from the University of Texas at El Paso and I received my_________ in __________.
2. I am interested in the ________ position at _____ because _______________.
3. My training and education includes __________, ______________, and _______________.
4. I received the __________ award in _______. I increased ________ by ________%. I can provide _________ and ___________ to the organization.
5. I have great __________skills and ____________ skills and I know I will be able to transfer them to my new position.
6. I hope to be able to speak with you further about what skills I can bring to _______. Here's my __________ (business card/resume). May I have your _________ (business card/ contact info?) Do you have a time in your schedule to meet for an interview to discuss this position further?
7. Thank you so much for your time today. I hope you have a great afternoon and I look forward to talking with you again soon.

Example - Teaching Position

1. "Hello Mr. Smith, my name is Mary Ann Johnson. I am a new graduate from the University of Texas at El Paso. I received my Bachelor of Science in Mathematics. I also received my teaching certificate at the same time.  
2. I am interested in the mathematics teaching position at El Paso High School because I am passionate about teaching. 
3. My training and education includes four months student teaching at Chapin High School along with several student observations throughout my four years of undergraduate course work. I also worked as a tutor at the Learning Academy in the evenings and on weekends, whenever I was able the past two years.  
4. I received the student teacher of the year award at Chapin High in May. Ten of the students I tutored were able to increase their math scores on their TAKS tests by multiple points. I can provide strong team work and a strong work ethic to staff at El Paso High school. 
5. I have great communication skills and strong teaching skills in different courses such as Algebra, Geometry, Pre-calculus, Calculus and Honors Trigonometry. 
6. I hope to be able to speak with you further about what skills I can bring to the students of El Paso High School. Here’s my business card. May I have yours? Do you have a time in your schedule to meet me for an interview to discuss this position further? 
7. Thank you so much for your time today. I hope you have a great afternoon and I look forward to talking with you again soon.
Elevator Speech Do’s and Don’ts

- **Do** make your Elevator Speech sound effortless, conversational, and natural.
- **Do** write and rewrite your speech, sharpening its focus and eliminating unnecessary words and awkward constructions.
- **Do** consider including a compelling "hook," an intriguing aspect that will engage the listener, prompt him or her to ask questions, and keep the conversation going.
- **Do** practice your speech. You should know your speech well enough so you express your key points without sounding as though the speech was memorized.
- **Do** be warm, friendly, confident, and enthusiastic.
- **Do** take it slowly.
- **Do** project your passion for what you do.
- **Do** maintain eye contact with your listener.
- **Do** incorporate examples and stories to help support your points. Provide examples of successful outcomes of deploying your skills. Stories make your speech memorable.
- **Do** end with an action request, such as asking for a business card or interview appointment.
- **Don’t** miss out during networking opportunities by not having a well-honed elevator speech.
- **Don’t** let your speech sound canned or stilted.
- **Don’t** ramble. Familiarizing yourself as much as possible with your speech will help keep you from getting off track.
- **Don’t** rush through the speech, and do pause briefly between sentences. Breathe.
- **Don’t** get bogged down with industry jargon or acronyms that your listener may not comprehend.
- **Don’t** hesitate to develop different versions of your Elevator Speech for different situations and audiences.
- **Don’t** focus just on yourself, an approach that will almost assure a "so what?" reaction.
- **Don't** forget to include your competitive advantage also known as your Unique Selling Proposition (USP); in other words. How you can perform better than anyone else.
- **Don't** forget to update your speech as your situation changes.
- **Don't** rush through the speech, and do pause briefly between sentences. Breathe.

Source: Texas State University Career Center, Salisbury University, Katharine Hansen, Ph.D.