

A KICK ASS



You had me at Hello!

Create an unforgettable impression
with a can't miss elevator speech.

Content

What it is

- 12-20 sec/150 words
- Spotlights uniqueness/benefit you provide
- About them, not you
- Makes impression and positions you
- Shows your personality
- Extra tip: Think of 2-3 interesting personal things about you.

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Writing your elevator speech

1. Identify target audience
2. Write down your deliverables & benefits your customers derive from your services
3. Opening sentence that grabs attention
4. Don't have to include your title

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Delivery

1. Delivered effortlessly
2. Authentic
3. Feels good, taps into your passion
4. Shows your personality
5. Set your intention before the event

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Action Steps

- Write it on your notecard!
- Record it and play it back – do you sound confident, sincere, engaging?
- Practice on 3 people this week
- Ask your friends/family for help