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## **Networking 101: Preparing Your Elevator Speech**



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An elevator speech consists of a few well-chosen sentences that tell your work story and what you have to offer a potential employer. Think of it like a brief commercial for yourself that can be delivered in the time it takes to ride from the bottom to the top of a building. That's 90 seconds, more or less.

Creating an elevator speech helps you think in new ways about yourself, your job history and your goals. It can get you what you need by explaining how you can help particular people or employers.

The speech should cover the following questions:

- What is your name?
- What do you do best?
- Why should the person you're talking to keep listening?
- What work are you looking for?
- What do you want from the person you're talking to? For example, a business card, advice, a referral, a networking contact.

Use your elevator speech anytime you are networking. It can be more casual if you're talking one-on-one and more formal if you're introducing yourself in a group.

- Use it in interviews to answer questions like "Tell me about yourself," and "Why should I hire you?"
- Use it in cold calls to employers. If your speech is sufficiently compelling, call after hours when you know for sure you will get the employer's voicemail. You may be even more successful getting action from the speech than if you had talked to the manager personally.
- Use it at job fairs.
- Use it as the "objective" part of your résumé.

Make it memorable, original and personal. Tell brief examples or stories about talents or achievements that set you apart. Working on your elevator speech takes time and effort, but it's worth it.

### **Related Article:**

Networking 101: Who Do You Know?

Networking 101: Five People You Need in Your Network

Find Your Next Job by Chatting with New People

## Language:

- English



## Build Skills:

- Build your Network

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