

What's Your Elevator Speech

You are in an office building – riding to the 10th floor. You are talking with folks and one of them says “**What do you do?**” You have 6 floors left to tell your story and make a connection.

10 Things to Remember

1. **DO NOT SELL DISABILITY.**
2. You get only one chance to make a big impression. Use it!
3. Who is your audience? An employer? A job seeker/family member? A funding partner? Look for a way to connect or hook them. What will interest them most about what you do?
4. If you don't know your audience – keep it open, make it exciting. Hook them. Make them want to know more. “I make dreams come true and change lives. What do you do?”
5. Keep it short – 3 to 4 sentences max.
6. Leave them wanting to know more.
7. No social service lingo or jargon. Never use acronyms or mention government agencies.
8. End with a question – Keep the conversation going. “And what do you do?” is a good one!
9. Make it your own words – if it sounds like a script or a sales pitch you will scare people.
10. Develop a couple key phrases – practice these in front of the mirror until they roll off your tongue.