

What makes a great Elevator Speech?

A great elevator speech must have three key characteristics.

It must be:

- 1) **Concise** (never more than a few minutes – keep it short!)
- 2) **Clear** (no jargon or corporate talk)
- 3) **Compelling** (make it unique and memorable)

What do I Include in an Elevator Speech?

Here's what your elevator speech should generally cover:

ONE: The problem you solve

Your company, organization or idea exists to solve a problem, so be specific in describing the problem you solve. Your goal is to emotionally connect with your audience, make the problem relatable, and get them nodding along in agreement.

TWO: Your target market

All successful companies target specific types of customers. While it's tempting to say that your products and services are for "everyone," you're much more likely to be successful if you are trying to market to a specific set of potential customers.

THREE: Your solution

This is probably the easiest part of any pitch—describing what your company actually makes, offers, or sells. Even if this is just an idea, be specific on how it addresses a problem.

FOUR: The value you offer (your Value Proposition)

The value that you provide to your target market is the glue that makes your solution right for your customer. It's the reason why your customer is going to want your product or service.

FIVE: Your progress so far

Anyone who wants to learn more about your company is going to want to know what you've done so far. Do you already have customers? Are you still in the early stages of development?

SIX: Your experience

A great idea is nothing without the right people to turn it into a business. Your elevator speech needs to explain why you and your team are the right people to build the business.