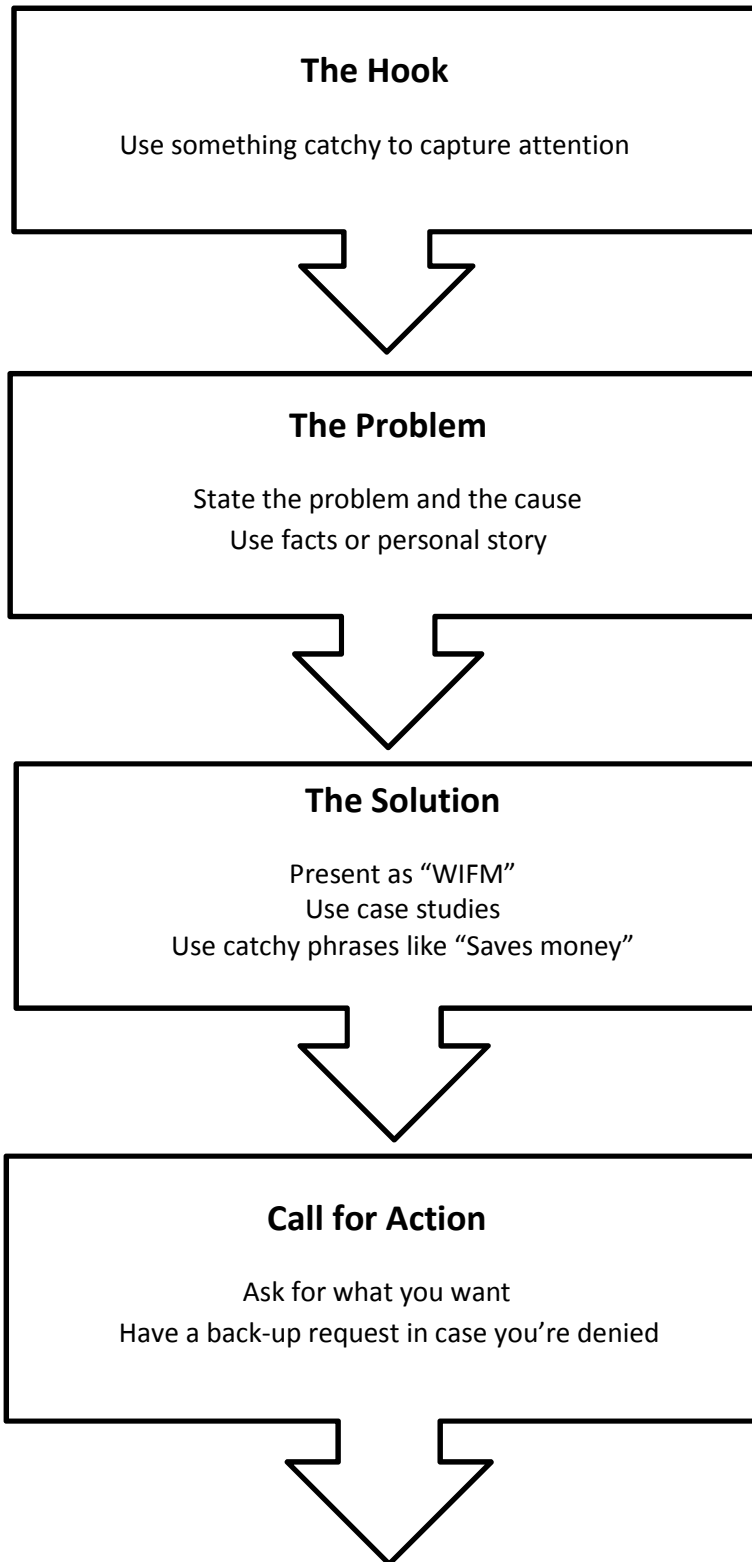


Creating a Killer Elevator Speech: How You Can Impact Change in a Matter of Minutes

Goal of an Elevator Speech: To capture attention, start a conversation or dialog.



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Developing a Powerful Elevator Speech using the Nine Cs

1. Concise

Your pitch should take no longer than 30-60 seconds. Use as few of words as possible, but no fewer.

2. Clear

Use language that everyone understands. Avoid acronyms or 10 dollar words. Be friendly, conversational, yet respectful...

3. Compelling

An effective elevator pitch explains the problem your Solution solves. It is targeted. A great elevator pitch is aimed for a specific audience. Develop a unique pitch for each audience and problem.

4. Credible

An effective elevator pitch explains why you are qualified to see the problem and to build your solution. Use words that are powerful and strong. Deliver the " Bang" to grab their attention!

5. Conceptual

An effective elevator pitch stays at a fairly high level and does not go into too much unnecessary detail. Use words that create a visual image in your listeners mind. This will make your message memorable.

6. Concrete

As much as is possible, an effective elevator pitch is also specific and tangible. Use figures, facts, case studies and examples.

7. Consistent

Every version of an effective elevator pitch conveys the same basic message.

8. Customized

A great elevator speech is aimed for a specific audience and addresses their specific interests and concerns. And it is designed with a specific outcome in mind. You may have different pitches depending on different objectives.

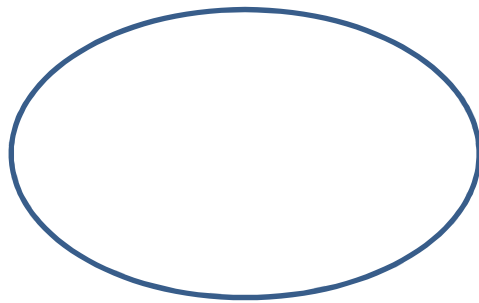
9. Conversational

Keep it informal yet respectful. The goal of an elevator pitch is to just get the ball rolling with the audience. It should tell a short story. A good story is essentially this: someone with a problem either finds a solution or faces tragedy.

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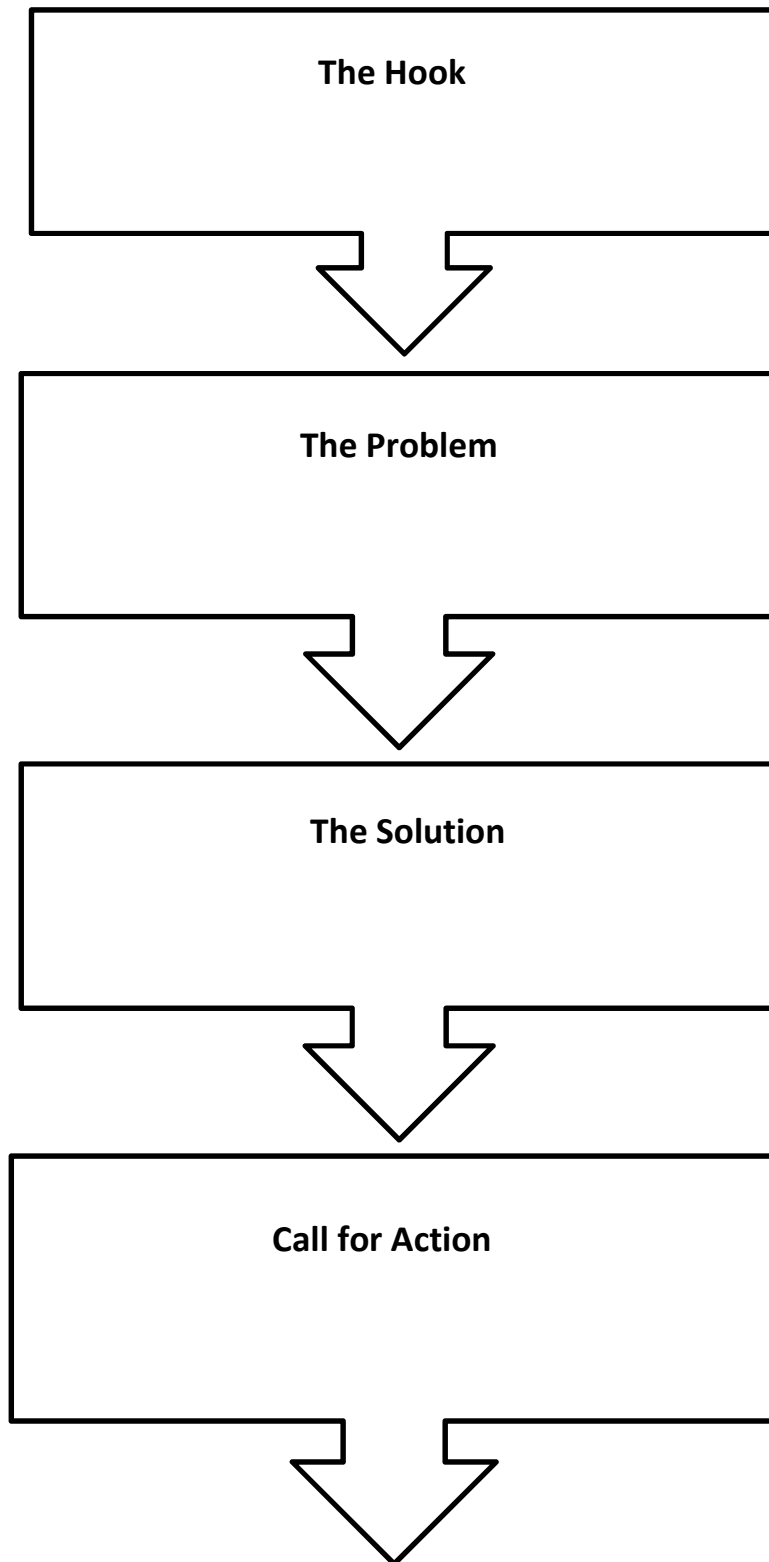
How to Craft Your Killer Elevator Pitch

1. Write down what you do or desire and why. Try writing it at least 10 different ways. Don't edit yourself at all. This first step is for generating ideas. Don't hold back. Ideas can be goofy, serious, wild, funny, or conservative. It doesn't matter. The goal is to get at many ideas as possible down on paper.



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Developing Your Elevator Speech



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What to Say after Your Elevator Speech

1. **Parrot** what they said to show you're listening. Repeat what the person just said in a positive way (Example: Affordable healthcare for the elderly is a complex issue." You respond, "Yes, it is a complex issue." Or "It's hard to know what to do with my mom." You say, "Yes, it is hard.")
2. **"You know how..."** This paves the way for what's to come without them feeling they are being sold or pressured.
3. Outline the ideal solution with this person being the hero. Avoid the word, "you" so they don't feel you are making assumptions and put barriers up to what you have to say. **"Ideally, family members want to..."**
4. Specify the problem or barrier that arises. **"The problem is..."**
5. **"So what happens is..."** Explain the consequences.
6. **Pause.** Let your visual picture sink in.
7. Introduce yourself and state you have a multi-step process to solving the problem. "So at Franklin Care Facility, **we have a five step process** to ease the transition for families and ensure them they are making positive choices for their loved ones.
8. Explain what your clients say after working with you. **"Residents often tell us** they were able to adjust more quickly to a new living facility because..." Family members say they feel more in control of ..."

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Special Tips for Working with Legislators to Advocate Change

- Build a solid relationship with them and their staff; nurture their respect
- Provide summaries of lengthy reports
- Use attention grabbers (brightly colored paper, headlines, pictures...)
- Show interest in other issues they represent
- Tell both sides of the issue, so legislatures can deal with opposition
- Do not overload them with too much information; stick to two or three issues
- Establish an agenda
- Know what you are going to address with them; be specific about your desired action
- Compliment them for what they have done effectively
- Get to know the legislator's aides; they are the key to getting access
- Provide positive media opportunities (ground breakings, fund raisers,,,))
- Remember their birthdays or send notes when hear positive things about hem
- Honor them with a plaque or unusual award and at annual meetings or special events
- Use accurate information; leave additional information with them
- Make appointments far in advance
- Arrive early and be prepared
- If meeting a legislator in the Capitol, keep the group small enough to fit in the office
- Choose a spokesperson for the group or agree on speaking order.
- Follow up with a thank you letter, provide additional information and stay involved

Do Not

- Do not confront or challenge them by saying things like “You promised...” Instead say, “I understood you to say that...”
- Do not take too long when meeting with them. Respect their time
- Do not lecture them. They respond better to short messages. Deliver then leave them.
- Do not threaten them with negative consequences such as voting them out of office
- Do burn your bridges. Even if you don't get what you want, thank them.
- Avoid using acronyms or jargon

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Suggested Resources

"How to Get Your Point Across in 30 Seconds or Less", Milo Frank, ISBN 0671727524

"Courage Talks: A Daily Dose of Motivation," Kathy Bote', www.CourageSpeaks.com.

"Motivation and Goal-Setting," National Press Publications

"Secrets to Dejunking Your Life," Peggy Dolittle

"52 Ways to Get More Done," Dondi Scumaci. Sound Learning Solutions

"How to Hold Highly Effective Virtual Meetings." Kathy Bote' www.CourageSpeaks.com

"You are More Than Enough," Judi Moreo

"You are the Message,"

"How to Connect with Someone in 30 Seconds or Less,"

"Planning Moment #5: Mapping Advocacy Strategies from Action Guide for Advocacy and Citizen Participation," <http://www.justassociates.org/chap10%20mapping%20strategies.pdf>

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Introducing Kathy Bote`

Kathy Bote` is a professional speaker, author and trainer. She is an expert in communication, personal empowerment and conflict management.

And with Kathy, there is never a dull moment! She uses her past experiences to tailor her presentations and gets people involved.

While her career began in education and social work, Kathy has been a domestic abuse shelter director and trainer with the National Crisis Prevention Institute.

During the time Kathy worked in domestic violence, he launched an intervention into her own family and created the Coalition for Children from Violent Homes. Their successful lobbying efforts forever changed children's involvement and testimony in abuse cases and set a standard for other states.



Since then, Kathy has teamed Fred Pryor Seminars, National Seminars, Rockhurst University, e-Global Seminars, and Berkeley Training. She is currently the owner of Courage Speaks, an organization dedicated to empowering people to become their own heroes.

Her clients include Boeing, Disney Imagineering, LA County Sheriff's Department, the FBI, Homeland Security, Microsoft, Safeco Insurance, Honeywell, and many more.

She has shared the stage with Dennis Waitely, Tony Robbins, Kit Grant, Susan Carnahan and other noted speakers.

She is also the author of four top-selling audio programs including *Courage Talks: A Daily Dose of Motivation*, and *Staying Safe, Staying Sane: A Guide to Dealing with Angry People*. She has been nominated to *Who's Who* in American Business Women, *Who's Who* by Kiplinger, and the National Business Women's Leadership Association as well as being featured in numerous publications.

To learn more about Kathy and her dynamic keynotes and workshops, go to www.CourageSpeaks.com.

Contact Kathy now for your training and conference speaker needs.

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