

## How to Create Your Elevator Speech



**What it is:** a short, prepared blurb that explains what your organization is about in a clear and succinct message. It is brief and should spark an interest so that the listener wants to know more.

**What it's not:** a sales pitch or canned response. Customize your elevator speech for different situations and different audiences.

**Why is it called an Elevator Speech?** This short, pre-prepared speech is short enough to deliver between the time that you get on an elevator, and get off the elevator (around 20-60 seconds). It's to the point.

**When do you use your Elevator Speech?** An elevator speech answers the questions, "So tell me about yourself/who are you/what do you do/what is a youth leader/What is STAND?" and should be customizable to easily match these or similar questions.

Your elevator speech will come in handy when you are advocating for STAND, networking, when you are interviewing, and even when you are writing your LinkedIn summary or Twitter bio.

Hi, I am \_\_\_\_\_ and I am a STAND Youth Leader. STAND is an acronym for Students Taking a New Direction. We are on a mission to get Arizona youth off tobacco. As a STAND Ambassador, I teach other students and adults about tricky marketing practices, ways to quit and things to do that don't involve tobacco.

We are making the world a better place, by not only addressing the problem, but providing tools to kick the habit. Do you know of anyone who has a nicotine addiction?

## **Developing Your STAND Elevator Speech**

First, what is your tagline? It's a memorable, catchy phrase or slogan that identifies you as a STAND Youth Leader. It should be under 140 characters and easy to remember. Your tagline should be attention-grabbing, memorable, and arouse their curiosity. Think of it as a headline or a one sentence elevator speech.

What do you want people to know about your organization and your cause? If appropriate, what problem does your organization address?

What do you want people to know about you?

What makes your organization unique?

What makes YOU unique?

What do you do as a STAND Youth Leader?

What is the value of what you do? How do you or your organization help to improve the lives of people or society in general?

What do you want people to remember most about you or your organization?

What are some open-ended questions that you can use at the end of your elevator speech to involve your listener in the conversation?

Putting it all together: What format do you want to use? What information from your responses above will matter most? Once you've created your STAND Elevator Speech in the space below, practice it several times with a partner. When you are ready, find a quiet space and share your Elevator Speech on the STAND Flipgrid.

<https://flipgrid.com/stuvoice>