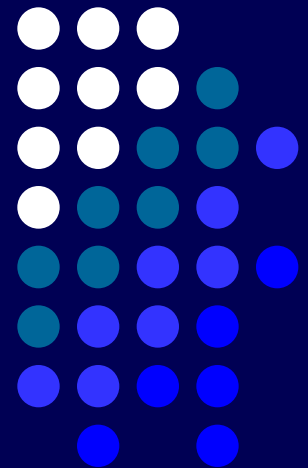


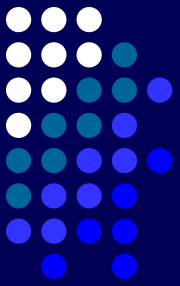
# Your Toastmasters Elevator Speech

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Bob Padzieski

Winter 2009 District 6 TELI

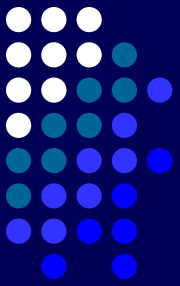




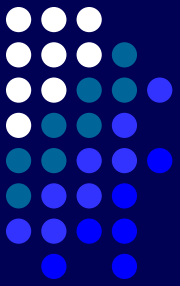
# Objectives

- Understand the form and purpose of an “elevator speech”
- Explore ideas for the content for your Toastmasters elevator speech
- Develop and practice your first draft
- Know where to find more resources

# What is an “Elevator Speech”

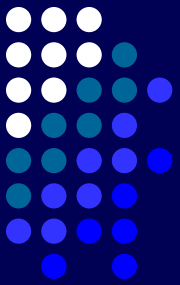


- Your best “sales pitch”
- A door opener, not a concluder
- Practiced, yet tunable
- Given in “60 seconds”



# When Can You Use It?

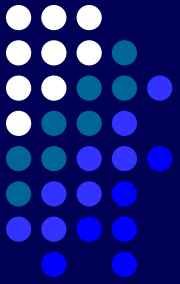
- On an elevator, in a parking lot, or anywhere else you meet a decision maker
- On a voice mail
- In a TV or radio interview
- When someone asks you “What do you do?”



# What's in an Elevator Speech

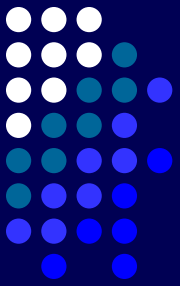
- Who you are
- What problem(s) can you help solve
- Possible results from you help
- What makes you unique
- Possibly, a short story that illustrates a success already achieved
- Ask for a follow-up discussion

# Summarizing Toastmasters



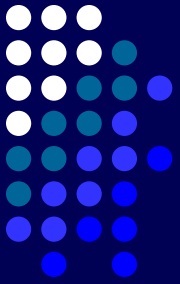
- Communications
- Leadership
- Cost / value
- Club specialty

# Communications GLOVE

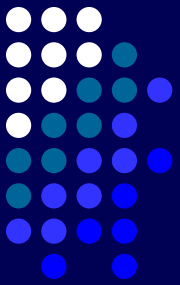


- Gestures
- Language
- Organization
- Voice
- Eye Contact

# Leadership LEPAL

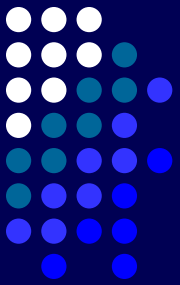


- Listen
- Evaluate
- Plan
- Act
- Lead



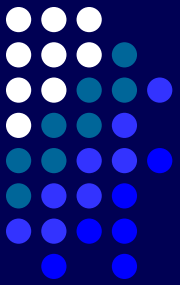
# Cost / Value CROP

- Communications and leadership
- Regular (weekly) activities
- Only “\$70” per year
- Professional projects



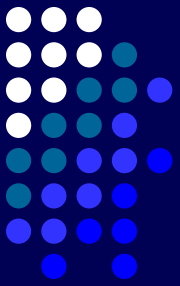
# Your Club?

- Specialty activities
- Networking opportunities
- Fellowship and fun
- Competitive spirit
- Business focus



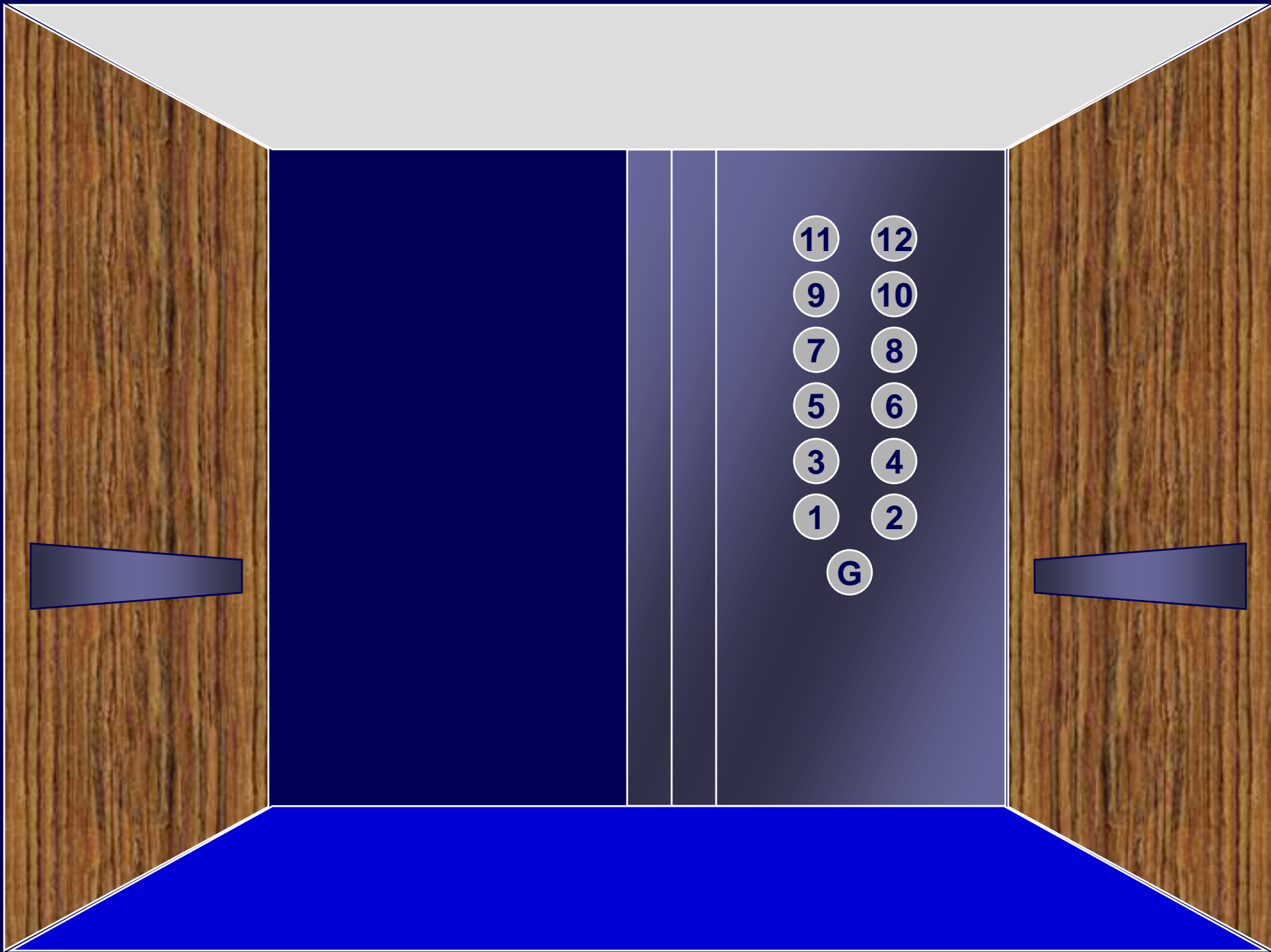
# Exercise

- Front of card
  - Elevator speech outline
  - GLOVE / LEPAL / CROP
- Back of card
  - First draft an elevator speech in 7 minutes
- Volunteers
  - Memorize or use your card
  - Get some feedback



# Final Advice

- Tell your story sincerely and with passion
- Write and rewrite to perfect
- Don't rush
- Watch your listener's reaction
- Be the best Toastmaster you can be



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