



Less Struggle. More Support. Better Results.

Crafting Your Elevator Speech

An “elevator speech”, “verbal resume” or “30 second commercial” is a job search tool that must be in your job search tool box. As the name suggests, it’s a brief transfer of information (on an elevator ride) about yourself that you can use in many situations. Whether you’re attending networking events, career fairs or talking to family and friends about your situation, having a well written elevator speech is a job seeker must-have.

One of the main strategies of a job search is to communicate to everyone you know about your situation. You have to be able to succinctly and memorably describe who you are, what you do and what you’re looking for. That’s where the elevator speech comes in handy. Remember, though, you’re not asking for a job lead with this script.

It takes some time to craft it properly. Every word needs to have a purpose and you have to memorize it, so you don’t have to think about – it should roll off your brain onto your tongue naturally. However, it can’t sound memorized or stilted, it has to sound natural.

There are several opinions about how long it should be: 15, 30, 60, 90 or 120 seconds. I recommend preparing just two versions – 1 short one and 1 long one. The short one is a simple introduction with few details. The format can be:

“Hi, my name is _____. I’m a _____ in the _____ field, and I’m looking to_____.”

For situations that require more than a simple introduction, you’ll want to provide more details about your background, skills and experience. In addition, you need to think about what makes you different. What sets you apart, what your “unique selling proposition (USP) is and what benefits you provide to a potential employer. Finally, you want to include a call to action – a way to extend the conversation into the future.

The following format can be used to start crafting your longer elevator speech. Have your resume handy to refer to through this process.

Hi, my name is _____ (first and last name).

I am a _____ (position/job title – focus on the future)

in the _____ (field or industry – future focused) business.

Some of my strengths and abilities are _____. (Highlight what sets you apart/what makes you different)

I have (a) _____ (highlight your education and special knowledge)

Most recently I _____ (highlight your most relevant experience/ accomplishments/value you provided)

I am now seeking _____ (position/job title/industry/goal)

Do you know of anyone who may be able to help me? / Do you know of anyone I should talk to? / Do you know of any organizations I could contact? / Do you know of any specific professional associations I should join? / Do you have a recommendation for a great recruiter I should contact?

(Use the question that fits best for the person/situation you're in)

Keep tweaking your script until it feels and sounds perfectly right to you. Once you're happy with it, practice it in front of your friends, family and Coach to get their feedback.

To your success!



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