



**Use the following template to craft your elevator speech:**

As a

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(Describe yourself. Not your job title)

I help

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(Your target audience)

To

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(Describe the need that you fill for your target audience)

so that they

---

(The benefits that they gain)

Here's what I would love for us to do:

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(Your goal from this encounter)

**You can refine your Elevator Speech in a few ways:**

1. Change any long words or jargon into everyday language
2. Cut out unnecessary words
3. Finalize your speech by making sure it is no more than 90 words long (excluding the last part where you state your goal).

Practice your speech so that you are comfortable with the message, and you feel authentic when saying it. Try it out in front of a mirror and then say it to your family and friends.

**Stories help us see how a product or service can fit into our life. Stories are a way to get past the pure facts and figures and show how a product can benefit us, how it can solve our problems, how it can make a difference. Stories can motivate us and inspire us in a way that facts and figures can't.**

**Whether you're a small business owner, or an entrepreneur, you need to develop a set of stories that you can use to get more referrals and better customers to build a bigger and stronger business.**

**What's your story?**

*Steve B*

