



CAREER CREATORS CONSULTING *PROPEL YOUR CAREER FORWARD*

Creating and Delivering Your “Elevator Speech / Value Proposition Statement”

An ‘elevator speech’ is a summary statement that describes how your unique set of knowledge, skills, and abilities benefits a potential employer or client. You should develop, write, and rehearse, the introduction so that it sounds natural and authentic.

The speech should be concise and last about 30 seconds to one minute. Do not tell your life story. Stay relevant and keep it appropriate for the venue, situation, and audience. Use your ‘elevator speech’ to introduce yourself and to build a solid foundation for networking with potential employers and clients.❖

The ‘elevator speech’ should include a combination of each of the following elements:

1. Explain who you are and describe no more than three relevant differentiating features or strengths that you possess.
 - State your Full Name and
 - Education and Training
 - Specialization or Expertise
 - Work, Internship, & Volunteer Experience
 - Personality Traits & Characteristics
 - Years working in the Industry
 - Other Relevant Background Information
2. State the name of the company that your work for or the name of the school or university you attended and your major course of study or specialty.
3. Describe briefly the product(s) or service(s) that your company sells or what you offer in terms of benefits to an employer or client.
4. Explain the specific type of referral for which you are looking. Ask for it.
 - Politely request what you want / need.
 - Ask permission for the opportunity to follow-up with the contact at a later time.
 - Be sure to get their card or contact info.

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