



DRAFTING YOUR ELEVATOR SPEECH LONG OUTLINE WORKSHEET

I. INTRODUCTION: (Attention Step)

a. Grab the listener's attention: (Establish a friendly feeling and arouse audience curiosity.)
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b. Tell the listener where you are going:
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II. BODY

1. Talking Point #1 (Ex. Why Me?)

a. Argument: (Need Step)

b. Proof and/or illustration: (Satisfaction Step)

c. So what? What this means to you is . . . (Visualization Step)
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2. Talking Point #2 (Ex. Why My Organization/Company?)

a. Argument: (Need Step)

b. Proof and/or illustration: (Satisfaction Step)

c. So what? What this means to you is . . . (Visualization Step)
.....

3. Talking Point #3 (Ex. Why Now?)

a. Argument: (Need Step)

b. Proof and/or illustration: (Satisfaction Step)

c. So what? What this means to you is . . . (Visualization Step)
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III. CONCLUSION: WRAP UP (TRANSITION INTO ACTION STEP)

❖ Reiterate the three points (Conclude the Visualization Step.)
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❖ **Optional:** Suggest a couple of intriguing topics that you can discuss with the listener in your next appointment (Give them a reason to want to hear more.)
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IV. CLOSE: CALL TO ACTION (Action Step)

a. Make your offer of service. State what you want to happen as a result of your elevator speech. (For example: "It is my goal to learn more about your needs and how I might be of service to your company, so that we might work together in some capacity long term.") This serves as a soft transition to your close.
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b. Ask for the next appointment time, referral, lead, introduction, next step, opportunity, or whatever will help you initiate the *Elevator Speech Effect*.
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