

How to Write a 30 Second Elevator Speech

- How can you tell someone about yourself in 30 seconds? Are you sure it is memorable?
- Start writing your 30-second elevator speech by answering the following questions. Then use the answers to write a message that you can share with someone in 30 seconds.
- Use these tips in person, on the phone, or during networking events.

Question:

Answer:

WHO YOU ARE	
WHAT YOUR SKILLS ARE	
WHAT YOU ARE LOOKING FOR	
TELL WHAT YOU WANT	
ASK FOR HELP	
THANK THEM FOR LISTENING	

Example of a 30 second elevator speech used by someone looking for a job

WHO YOU ARE	Hi, my name is Cindy Brooks. I am a Certified Medical Office Assistant with 5 years of recent experience working in a medical practice for 5 internists.
WHAT YOUR SKILLS ARE	In this position, I answered phones, scheduled patients and processed insurance and Medicare claims. As Team Lead, I trained 4 other office assistants on new software and we were successfully running in 4 weeks.
WHAT YOU ARE LOOKING FOR	I am looking for new opportunities either in a medical practice or with a larger clinic or hospital organization.
TELL WHAT YOU WANT	I notice you work for ABC Healthcare, which is one of my targeted companies.
ASK FOR HELP	Do you think you could refer me to someone who would be good to talk with to get additional advice and information?
THANK THEM FOR LISTENING	I appreciate you taking time to listen to me.

