



An elevator speech is a short description of an idea, person, or company that explains in a way such that any listener can understand in a **short** period of time. This description typically explains who, what, why, and how.

An elevator speech can be used with elected officials, business and community leaders, healthcare providers or anyone who you want to educate.

Example:

- Hello! My name is Candace Whiting.
- I am a professional speaker and the CEO of my own motivational speaking company, Great Life Unlimited.
- I am on the Board of Directors for NDSS, DSACF, and a member of NDAC.
- My goal is to help people realize their full potential.
- We need your help improving policies that increase opportunities for people with Down syndrome.
- I want to be the voice for those people who don't have a strong voice.

Your Elevator Speech:

First and last name: _____

One sentence about yourself: _____

One or two sentences about what you do: _____

Sentence about who you are impacting: _____

Sentence about what makes you unique: _____

Sentence about what you want them to do. Include that you will leave a one-pager, card, or other hand-out with your contact information:

It's okay to have someone help you with this project. Those who are nonverbal may type or write the speech or use a communication device to share the elevator speech.