

Your Elevator Speech (30 seconds or less):

First, write down the "deliverables" -- the services or features that you provide.

What are the benefits your clients or employers could derive from these services. You could use several successful client outcomes.

Create an opening sentence that will grab the listener's attention. The best openers leave the listener wanting more information. And you do not have to include your title, especially if you think it has a negative connotation (an IRS agent, for example).

Finally, your elevator speech must roll off your tongue with ease. Practice your speech in front of the mirror and with friends. Record it on your answering machine, and listen to it. Do you sound confident? Sincere? Is it engaging? Tweak accordingly. Then, take it on the road!