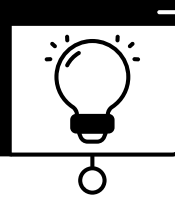


HOW TO CREATE & USE AN EFFECTIVE ELEVATOR SPEECH-PITCH



1. Your elevator speech-pitch (ESP) is a short summary using words/phrases that quickly and simply define you, your service or firm, and its value.

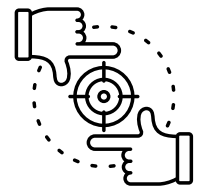


a. The value you communicate should be phrased from the client's perspective, not yours or your firms.

2. Use your ESP whenever you are in a situation where you can meet or network with new people, such as while waiting in line at the coffee shop or for tickets; seated on a train or plane; or attending an event, conference, party, seminar, in an elevator, etc....anywhere that there are other people near you whom you do not already know.

3. THE PURPOSES OF AN ESP ARE TO:

- Introduce yourself in a memorable way and to make you favorably stand out from/appear different.
- Spark the listener's interest by saying something memorable, something that spurs questions and a conversation.
- Invite a conversation: conversations are what create "leads" or opportunities for new business or referrals, so welcome the chance to engage in a conversation and be prepared to initiate one.
- The number one purpose of an ESP, encompassing all the above, is to create dialogue/conversation with another person – not to simply answer a question.



4. WHY SHOULD YOU HAVE AN ESP READY FOR VARIOUS SITUATIONS?

Because you never know when you can initiate and engage in conversations that can be useful to you now or in the future. You never know who you may meet, who they know, what they might be able to do to help your career or clients.

5. Most often, your ESP responds to the commonly asked question, "**What do you do?**" Don't make the typical mistake of responding by saying, "I am a lawyer," "I am a litigator," "I am a commercial litigator," and so on. These labels/phrases are meaningless to most people and are too technical and generic to make you memorable or distinctive in the mind of the listener. Plus, they do very little to start a productive, positive conversation.

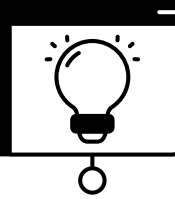
6. YOUR ESP SHOULD BE DELIVERED IN THE TIME IT TAKES TO COMPLETE AN ELEVATOR RIDE



– 20 seconds to, at the most, two minutes. So, you should have several ESPs prepared, memorized and ready to communicate in various situations.



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7. Have a 20-second ESP, a two-minute ESP and a 20-minute ESP ready to go, for internal use (within your firm) and externally (for potential clients, referral sources, others). Only use examples that are non-confidential and/or are non-attributed generalizations. Some external examples:



"I work with privately owned businesses to help them resolve employment problems."
"I help protect inventions and help inventors make more money from them."
"I help businesses grow and make money by putting deals together."
"I work on complex legal cases, such as when ____ " (explain a recent case).

8. Have at least one generic response you can always use.

For example, to answer the question about what you do, you can always reply, "I make business owners richer." That typically elicits a chuckle, plus a response such as, "How do you do that?" This gives you the perfect segue into anything else you might want to add.

9. Ideally, you are not caught off-guard, without any context when you answer the question, **"What do you do?"** Context means knowing a bit about the person with whom you are communicating, **which will allow you to tailor your response to them.** For example, perhaps you met a person on a plane who says they are an engineer. You could say, "Our firm works with engineers to help protect their inventions and make money from them." This response entices a question in response, such as "Really, how so?" Congratulations! You have now started a conversation (which is the first step in making contact and establishing rapport), so talk less, listen more and ask the other person questions. When speaking to the engineer you could ask, "Where do you work?" or "What type of engineer are you?"

10. To be comfortable and confident, you must practice/rehearse your ESP. First, do so out loud to yourself, for example while driving or exercising. **Notice how your words flow.** Do they contain something of interest to the listener? Do they convey professionalism and enthusiasm for what you do/where you work? If you get hung up on any words/phrases, consider re-crafting them. **Practice/rehearse until your ESP sounds natural.** Then practice with your significant other, best friends, spouse and ask for their feedback/suggestions. Continue to practice at games, in airports, on airplanes, at events. You will tweak your ESP many times over the course of your career.

11. When speaking, remember to emphasize key points and/or phrases using volume, inflection and/or change of pace.

For example, the words underlined in the example below could be emphasized when speaking: "I'm an attorney who works just as hard to keep my clients out of court as to defend them in court."

Make sure to use a downward inflection at the end of sentences to make your statements more definitive, confident and persuasive.



12. Develop a process to "capture"/keep track of everyone you meet – do not rely on your memory.

Use your LinkedIn QR code to connect with them. Ask for their card to input into your Outlook contacts and/or Google them and create an Outlook contact noting where you met them in the "notes" area.

You never know when someone you meet may be of help to you (or to those you know) in the future!

