Developing Your Elevator Speech

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WHO AM I?
YOU ARE
YOUR OWN
BRAND
Who are you?
Who are you?
ELEVATOR PITCH
Three Tips from Brand Strategist
Alex Honeysett

1. Prepare one sentence that answers the questions “Who are you?” and “What do you do or want to do?” in a way that’s relevant and exciting to whoever you’re talking to.

2. What’s your story? What are the defining moments and experiences of your life that got you where you are today and interested in doing the work that you’re pitching yourself for? Let whoever you’re talking to get to know your personality, your unique experiences, and your motivations.

3. Why is it important to you? Consider your audience and ideally show the value you want to bring to this specific individual or company.
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we won't be distracted by comparison if we are captivated with purpose.

Bob Goff
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Thank you!

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