

# Introducing You The Elevator Speech

# YOU – There's so much greatness to share!

Here's the truth. You need to be your own best salesperson. Truly successful people create and memorize short descriptions called elevator speeches to show an aspect of themselves and their product. These introductions are called elevator speeches because hopefully they can be completed during the short span of an elevator ride.

You can emphasize various points with your speech depending on the environment in which you are using it. When introduced to someone new, you can offer some of salient personal information in just two to five sentences. People want to connect. You need to give them some material about you to connect with. When visiting a new place and meeting new people – whether an organization, church, a local event, a professional event – have your short introduction available and somewhat practiced, so that it rolls out easily.

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## Neighbor or Casual Setting

Meeting a new neighbor, I might say, "Hi. I'm Anna and I love digging in the dirt, listening to birdsongs in the morning, going to local community art shows, boating and seeing pictures of people who are important to you. What lights up your life?"

This is a VERY mini version of your success portfolio. You need to give your listener a short introduction to your passions and values, while giving them an opportunity to share by asking them a question about themselves. Make it short, snappy, and interesting, mentioning topics that people might not ferret out naturally in a conversation.

*Showcase your awesomeness even if you are shy. It needs to be seen by others. Whenever you meet someone new, introduce yourself by showing a glimpse of your passion, what's important to you, and invite a response from them by asking a question. Those first four seconds of contact are an opportunity to invite the best in you and the best in them to come forward.*



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## Professional

If I was meeting someone professionally (or a potential client), I might say something like “Hi, I’m Anna Fussell, creator of the cutting edge Restore Process that coaches professionals who are feel secretly inadequate. Stopping their inner critic dead in its tracks helps them walk with their head high, and absolutely *know* their power and have confidence in every arena.”

If you are selling a service or product of some kind you want to address the following elements in your elevator speech. People invest in you because of the following:

- ❖ The Pain or Discomfort that your product or service solves.
- ❖ The Result that you offer
- ❖ Your System or Product Name
- ❖ The Type of people you serve.

When thinking of a name for what your service or product, place juicy and intensifying words before your program name.

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## Romantic

When looking for a romantic partner, a similar introduction helps you instantly communicate who you are and some of your interests. Creating the Romantic Elevator Speech would be essential for speed dating situations in which you talk with a new person for two minutes before moving on to the next person.

You’ve likely seen people who seemingly have no problem starting conversations. Those people intuitively know how to ask questions and share of themselves to keep a conversation going. It is a learned skill. A bit of preparation can turn those serendipitous meetings into wonderful connections.

I remember studying a map in downtown Seattle , trying to find the route back to the freeway. All of a sudden, I looked up to see this wonderful man standing twenty feet from my car, looking back into my eyes through my windshield. He mouthed, “Do you need some help?”

Oh, how I wish I could do that moment over. I shook my head no. I wish I had taken the opportunity to say “Hi, I’m Anna. I just dropped my adult daughter and her friend off here at the Seattle Aquarium. I need to find a way back to the freeway to go home to Mulkiteo where she and I live in an apartment together while we transition from our move from Minnesota. I find I’m loving the Pacific Northwest. Isn’t this an incredible day? I would really appreciate your help.”



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## Social Encounters

Recently I decided to try some new church settings because I felt a strong need to meet people of like mind. When I arrived two different Sundays in a row, I was so overwhelmed with not knowing a soul there, that I found it very difficult to start conversations, despite having introduced myself to strangers in elevators for ten years prior.

It would have been helpful to have a short two to five sentence introduction of myself that also included an invitation to share some similar information. For example I might have said:

Hi, I'm Anna. It is so wonderful to attend a Unity Church here in the Pacific Northwest. This morning's service brought me to tears. I went for many years to Unity of Golden Valley in Minnesota, where I chaired the Wholeness Committee, helped with educational programming, and served on our lay ministry Sunday program. I taught a course called Listening to Your Inner Wisdom. Unity teachings have been so helpful to me during my life. What kinds of educational events do you have here and what are your favorite parts about attending?

I forgot that I had even done those things in Minnesota until I tried to create this speech. That's why preparation is so important. I didn't want to stand out when I went there the first time, but standing out is an important part of being recognized. It was a small congregation. Of course I would stand out.

You will stand out no matter how you deliver your short introduction. You practice it not to sound practiced or professional, but to learn it, put it in your memory bank, and to call it forth at a pivotal and challenging moment for both parties. Both of you are helped over the immediate discomfort and you open the door to a new relationship. At the very least, you enjoy a pleasant encounter with a fellow human being.

*The world benefits from your uniqueness. With one person at a time you can let that inner light shine.*

*The Introduction Key  
whatever the setting is:*

- ❖ *Give your name*
- ❖ *Share a couple of things you love or enjoy*
- ❖ *Ask them a question to elicit what they enjoy or are passionate about*







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