



Elevator Speech Guidelines

Before coming to the New England Job Show studio to video your elevator speech, you will need to prepare your speech and yourself. Because preparation is critical to a successful videotaped elevator speech, you will need 1-4 weeks to complete this process. The timeframe will vary person to person based on what previous efforts you've made with your elevator speech. Below are guidelines to help you with this process.

The elevator speech

The elevator speech is an important communication tool that you'll use networking and interviewing. It's often used to answer the question, "Tell me about yourself?" The elevator speech is an opportunity to position yourself succinctly and positively in the minds of listeners.

Your 30-second speech should include:

- Your name
- Your profession - use the present tense
- Your expertise – focus on your competencies, skills and workplace accomplishments
- Types of organizations/environments – Summarize the environments or organizations in which you have worked, such as a Fortune 500 firm, large financial services company, small consulting firm, entrepreneurial business, government agency or nonprofit.
- Unique strengths / value proposition – Articulate the qualities that differentiate you from others in your field, emphasizing a particular deep and marketable technical knowledge, an exceptional approach to problem solving, or some other specialty or focus that sets you apart.
- Your name again

The speech should be around 80-100 words to fit into 30 seconds.

Your name and email will be at the bottom of the screen when the show airs so you don't have to spell them out.

Preparing your elevator speech

1. Using the guidelines above, write out your elevator speech. Have a friend, spouse, a member/facilitator from a networking group you belong to, a career center counselor or an outplacement specialist (if you have that service) read it and give you feedback. Does your speech create a clear impression of the value you bring to a potential employer?

When you have finalized this written version, **submit your written elevator speech to the elevator speech coaching team at the New England Job show: elevatorspeech@nejobshow.org**. The team will review it based on the bulleted categories above. They will respond to you quickly and let you know if the speech is ready for the next step (#2 practice) or if the speech requires more work.

2. Once your written elevator speech is final, practice your elevator speech so that you can say it without stumbling or sounding stiff. If possible, we recommend having a friend or family member videotape you giving your elevator speech. Then, look at your videotape and assess how you come across verbally and non-verbally. Have your friend(s) and family members help with this too. Do you look stiff or uncomfortable? What is your facial expression? Do you look engaged, enthusiastic? Are you smiling or frowning? Is your message coming across the way you intend it – professional and credible? Or, does your body language and vocal intonations tell a different story?

Another option is to present your elevator speech to a networking group facilitator, Career Center counselor or outplacement specialist (if you have that service) and go through the same assessment process as above. Susanne Curry of the New England Job Show is also available for review and coaching: curry.susanne@verizon.net

3. Once you have prepared your elevator speech the way you want it and can tell it naturally, with ease, contact the New England Job Show to set up a time to video your speech. Taping is done each Tuesday afternoon.
4. After we film your 30 second speech you will be filmed “interview style” with someone who will act as the hiring manager. This speech will run a bit over 1 minute and will allow you to incorporate additional points about yourself. Questions asked could include: “Tell me about yourself?”, “What kind of position are you looking for?” and “What are the special skills that you bring to this position?”

Recommended dress for videotaping

You should dress professionally for the taping. For men or women a suit always works. For men, a dress shirt and tie, no coat is OK, as is a dress shirt and a sport coat without a tie. For women, a blazer over a blouse or sweater, or a dress suitable for office wear will work. Jewelry should be low key and not flashy.

Colors and patterns to avoid are narrow stripes and small pattern plaids as they tend to cause noise patterns on video. Bold reds and black can cause problems as well.

Directions to Chelmsford Telemedia: <http://www.chelmsfordtv.org/contact.php>

Note: If you arrive before 3 PM you must sign in to the Parker Middle School, where the studio is housed.