

# Crafting Your Elevator Speech

## Advocates Unite! Conference

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# Overview



# What is an Elevator Speech?



# What is an Elevator Speech?

- Introduction
- Story
- Summary
- Invitation
- Sales Pitch
- Argument
- Opportunity
- Advocacy



# Key Elements of an Elevator Speech

- ❑ The Intro: Who you are (& why that matters)
- ❑ The Ask: Why you're here
- ❑ The Facts: 3 Key Points
- ❑ The Close: Reiterate the Ask
- ❑ The Follow-Up: Continuing the dialogue



# Elevator Speech Do's and Don'ts

- DO: Know your audience
- DO: Have a clear ask
- DO: Make it personal
- DO: Be respectful of time
- DO: Bring key information in writing
- DO: Ask if you can answer any questions



# Elevator Speech Do's and Don'ts

- ❑ DON'T: Try to cram in every point you have
- ❑ DON'T: Take it personally if the audience doesn't immediately commit to your ask
- ❑ DON'T: Be defensive in the face of questions
- ❑ DON'T: Re-state opposition arguments
- ❑ DON'T: Allow your audience to throw you from your message



# Who is Your Audience?

- Legislator/Regulator
- Legislative Staffer
- Reporter
- Patient
- Potential Member/Supporter





# Tailoring to Your Audience: Considerations

- What is my audience's level of familiarity with the subject?
- What points will my audience likely find most compelling?
- Through what vehicle can my audience achieve my ask?
- What is my audience's interest in this or hoping to achieve?
- Is my audience a potential champion?



# Responding to Questions/Adapting

- Respond when you're ready
- Respond to what you want
- Correct misinformation
- Bridging, Steering & Flagging, Oh My!
- Following Up



Questions?

