

Marketing

Elevator Speeches

“Elevator speeches” aren’t always delivered in an elevator. They can happen while standing in line at a coffee shop, as you are leaving a meeting, or any other time you have just a short time to tell someone important the main concepts of your Venture. Elevator speeches should be no longer than 60 seconds and contain only the most relevant information for someone just learning about your Venture.

To create your own elevator speech, answer the following questions.

What does your organization do?

Why does it do it?

Where has your organization been?

Where is it today?

Where is it headed in the future?

What do you need to get there?

Once you have the idea down, practice it aloud until you feel comfortable and can explain your Venture in 60 seconds or less.

Write this out, practice it, and read it aloud until you’ve got it down to 60 seconds.

Although it’s most important to have the information correct, another key factor in elevator speeches is passion. An elevator speech is your chance to show your excitement about the work your Venture is doing and to get the other person interested.

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