



Your Elevator Pitch!

Your personal brand is your reputation, your legacy and your most valuable asset. In today's global economy, it is critical that you direct and manage your reputation online and live your core values in person (walk the talk). The value people assign to you is directly tied to how they feel about you – and perception is often created by your behavior, image and positioning. Start taking control of your reputation today.

An Elevator Pitch is a statement you can deliver if you get into an elevator with someone and they ask you, “What do you do?” before the doors open at the top floor. Could you adequately get someone's interest -- and tell them what makes you different -- in just a few seconds?

Elevator Pitch 101

- An elevator speech has impact when it is relevant. If I am looking for a mechanic, then telling me you are a successful doctor is not important to me. Likewise, if I am looking for a mechanic and you tell me what kind of auto repairs you do and how you work with customers (and I like what I hear!) then you become the focus of my attention!
- Whether you are introducing yourself at a business event, cocktail party or at a presentation to a potential client, an elevator speech has impact when it is:
 - Authentic and genuine. Speak from the heart.
 - Relevant. Speak to me as an individual. How does your work affect others? Why should I care?
 - Descriptive. Tell me what it is you do and how.
 - Concise. Keep it short and sweet. Make me want to learn more!
 - Interesting. Don't read your resume or tell me your life story. Give me enough information to want to learn more about you.
- Be sure to describe what you do in your speech, then describe how you do it. Do not repeat your job description, the title you hold, or the number of years you've been in the job unless it makes you unique. Focus on what is it you do differently than your competitors. If you have a niche, tell me about it. The goal is to entice the listener to want to know more.



Tips when someone asks...

“Tell me about yourself.” They really don't want your life story... What will be most interesting to that person? What makes you unique?

“What do you do?” Instead of your job description, relay what do you do, for whom and how? What makes you different?

“What does your work mean to you?” Describe how your work impacts/affects others. Tie your values to your company's values.

“What makes you different?” Highlight your uniqueness and contrast how you work from how similar professionals operate. Focus on results and quality!

For more information on building your brand – online and in person – pick up a copy of:
Reputation 360: Creating power through personal branding (Book) and *Stand Apart from the Competition!* (DVD)

Reputation360Book.com

An accomplished speaker, author and advisor to CEOs, executives and businesses, Lida Citroën captivates audiences with her empowering message about intentionally managing your brand and reputation to attract opportunities. For more than 20 years, Lida has brought her unique, engaging and actionable techniques to clients, earning her international acclaim as an expert in reputation management and personal branding.