**6 Steps to a Great Elevator Speech**

**Step 1 – Tell us your name . . . .**



**Step 2 – Tell us your positioning statement (4-6 words that uniquely define you in the market)**



**Step 3 – Tell us your brief career summary (last position, industry, a key accomplishment or two)**



**Step 4 – Tell us your work philosophy (how you work, what reinforces your true value)**



**Step 5 – Tell us your specific job search objectives (target title, function, industry, geography, companies)**



**Step 6 – Tell us how you can help others (i.e. us)!**



And that’s it!  About 45 seconds.  You can add or delete words to get down to 30 or up to 60 depending on the guidelines provided by your networking group.