**6 Steps to a Great Elevator Speech**

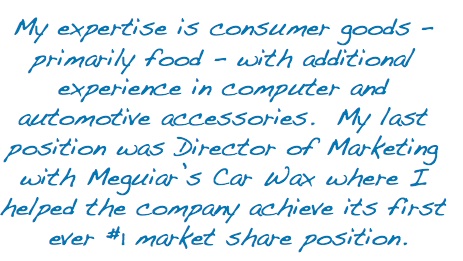
**Step 1 – Tell us your name . . . .**

[](http://timsstrategy.com/wp-content/uploads/2010/04/big-pitch-networking-introduction-name.jpg)

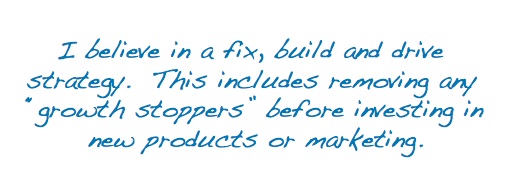
**Step 2 – Tell us your positioning statement (4-6 words that uniquely define you in the market)**

[](http://timsstrategy.com/wp-content/uploads/2010/04/big-pitch-networking-introduction-positioning-statement.jpg)

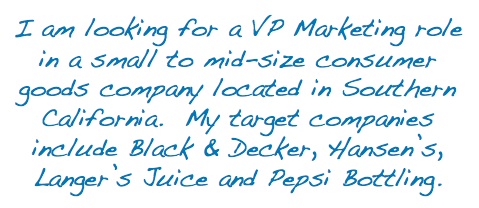
**Step 3 – Tell us your brief career summary (last position, industry, a key accomplishment or two)**

[](http://timsstrategy.com/wp-content/uploads/2010/04/big-pitch-networking-introduction-career-summary.jpg)

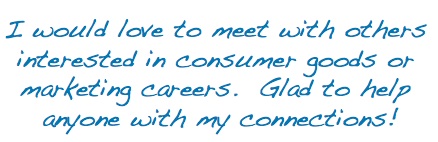
**Step 4 – Tell us your work philosophy (how you work, what reinforces your true value)**

[](http://timsstrategy.com/wp-content/uploads/2010/04/big-pitch-networking-introduction-work-philosophy.jpg)

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

[](http://timsstrategy.com/wp-content/uploads/2010/04/big-pitch-networking-introduction-job-search-objectives.jpg)

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

[](http://timsstrategy.com/wp-content/uploads/2010/04/big-pitch-networking-group-help-others.jpg)

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.