## MAKING YOUR PITCH: Creating an Effective Elevator Speech

An elevator speech is a brief, persuasive “pitch” that you use to spark interest in what your Healthy Start program does. A good elevator speech should last no longer than 20 to 30 seconds, hence the name. It should be interesting, memorable, and succinct. It also needs to explain what makes your Healthy Start program unique. Remember that you need to tailor your elevator speech to the needs and concerns of different audiences (e.g. one speech for potential participants, another for potential referral partners). Lastly, PRACTICE, PRACTICE, PRACTICE! Consider recording practice “runs” on your cell phone or video camera to look back on and make improvements.

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| Elevator Speech Framework | |
| 1. Describe your program   * Remember, keep your audience in mind.   Is there any particular aspect of your program which might be more interesting or attractive to this audience?   * Discuss what community needs your program works to address. * If possible, include a very brief (but memorable!) example of your program meeting one of these needs. |  |
| 2. State what sets your program apart   * What is unique about the services your program provides? * Is there a unique connection between your   program and the audience? |  |
| 3. Make the connection   * Pose a question about how your audience operates, related to the service or program you’re describing. * By no mean should you ever close with a ‘yes’ or ‘no’ question. Keep them talking! |  |