

What's an elevator pitch?

- ▶ 10-20 seconds in duration – keep in short
- ▶ A sound bite – think tagline!
- ▶ Succinct and memorable
- ▶ Spotlights your uniqueness
- ▶ Focused on benefits
- ▶ Delivered effortlessly – practice makes perfect
- ▶ Revise it as appropriate to the situation



What are your deliverables? Identify services or features:

Write a list of benefits your clients derive from working with you (make sure they pass the “so what?” test):

Combine the deliverables with the benefits to write your 15- 25 second elevator pitch.
PRACTICE IT (try looking in the mirror too – body language is important!) until you can say it effortlessly.

Try this: My name is _____ and I help _____.

Helpful Hint: Many lawyers provide more than one legal service to more than one group of professionals. Remember to tailor your elevator pitch to the person with whom you are speaking or the situation in which you are networking. For example, if you are a business lawyer, you will introduce yourself differently to a start up entrepreneur than an in-house lawyer at a multi-national company. If you have no information about the person, try using the event itself as a way to establish a connection.

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