

Elevator Speech

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Why an Elevator Speech

- Marketing Tool to get your point across in a timely manner
- Can be used at any time – take advantage of every personal encounter



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Let's craft your

ELEVATOR SPEECH

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Imagine...

You have an
Idea:

New Agriculture
Enterprise

Expanded
Agriculture
Enterprise



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Elements of an Elevator Speech

- Define who you are
- Describe what you do
- Identify your ideal customers
- Explain what's unique about your operation
- Create a hook
- Put it all together



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**You board the
elevator...**



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***In
walks...***

**And you
have 30
seconds to
make your
pitch...**

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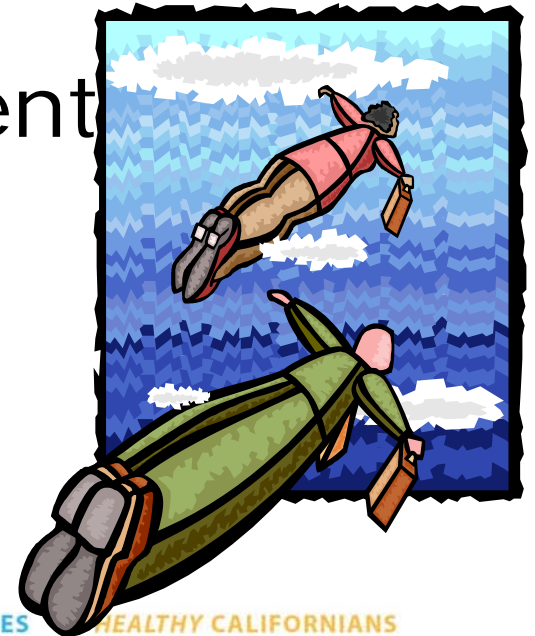
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Elements of an Elevator Speech

Consider including

- Immediate/short term goal
- Long term vision
 - Think outside the Box
 - Do something different
 - Sky's the limit



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Flip Trumps Wig!

**YOU'RE
HIRED!!!**



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Components of the **Elevator Speech**

Step 1: Define Who You Are

Step 2: Describe What You Do

Step 3: Identify Your Ideal
Clients/Customers

Step 4: What is Unique and Different

Step 5: Create an Attention-Getting Hook

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