



WRITING YOUR 10-SECOND ELEVATOR SPEECH

How to build a personal brand and get results

First, define your mission. Ask yourself, “Why do I get out of bed every day or how would the world suffer if I didn’t exist?”

Sample: Leaders would have to deal with negative perceptions and struggle to get results...

Your mission statement should:

- Tell others exactly what they can do every day to help achieve the mission.
- Make it clear how the marketplace would suffer if you or your company didn’t exist.
- Inspire others to take action—e.g., select your services, hire you, talk favorably about you.

Writing tip: People respond best when you use every day, common language, so eliminate buzz words and write in plain English.

Draft your mission statement below: Be clear to others on the problem you’re solving together.

Sample: Reputation management for CEOs and business leaders on crisis avoidance and good ways to deliver bad news [hint: your mission statement also becomes your LinkedIn Headline]



WRITING YOUR 10-SECOND ELEVATOR SPEECH

How to build a personal brand and get results

Next, draft your 10-second elevator speech. Be specific enough that no one else could claim to have the same elevator speech. Your words must be unique to you and be able to stand alone without further explanation.

Your 10-second elevator speech should:

- Mirror your mission statement.
- Quickly describe what it is that you do and how you benefits others.

Sample: Hello. I'm Melissa DeLay. I help <<CEOs/business owners/leaders>> manage their reputations. My specialty is good ways to deliver bad news.