



LEADERSHIP
ACADEMY

The Elevator Speech

Keep It Short and Sweet

It's called an elevator pitch for a reason; you have a limited time to make a good first impression. Craft an elevator pitch that takes you about 60 seconds to deliver at a good pace, or includes roughly 150-250 words.

Edit Ruthlessly

In an effective elevator pitch there is always room for improvement. This is a good perspective to have because the more you can look at your elevator pitch with a critical eye, the more will you be able to improve it with each edit.

Skip Industry Jargon

Assume your audience has no understanding of your church. You want to be able to use your elevator pitch in front of anyone and know that they will understand what you do by the time you're finished, even if they have never even heard of your church before.

Show Your Passion

The best elevator pitches are those that are memorable, unique, engaging and lead to further conversation. One of the best ways to accomplish this is by showing the passion you have in what you do. Show your passion and that's infectious.

Create Multiple Flavors

If you follow a step-by-step elevator pitch formula, it's easy to substitute new information to change your elevator pitch to fit any audience. Once you're comfortable editing, rearranging and substituting, you can create a few different versions.

Identify Your Desired Action

Just as you do with all of your other marketing, include a call to action at the end of your elevator pitch. Outline what you want to happen next, whether it's giving the other person a chance to ask you questions, more information via website, social media, or scheduling a time to talk in more detail.

Stop Talking

Allow the message to sink in and create space for questions.
Questions mean interest.
Interest means participation.

Pat Carson

St. Peter's

pcarson@stpetersdelmar.net

Anne Kellett

St. David's

akinderspace@gmail.com

Greg Tuttle

St. Dunstan's

gtuttle@stdunstans.org