

How to write an “Elevator Speech.”

An elevator speech is a concise, engaging summary of who you are, what you do, and what value you bring, designed to capture attention in the time it takes for a short elevator ride (**about 30-60 seconds**). Here's a simple guide to crafting one:

1. Start with a Hook

Begin with something intriguing or relatable to grab attention. This could be a question, a surprising fact, or a bold statement.

Examples:

"Did you know that the American Legion is the largest veterans' organization in U.S. history?"

"Did you know the American Legion has over 1.6 million members?"

"Did you know the American Legion is over 100 years old?" (since 1919....)

"Did you know there are approximately 1.2 million women veterans in America today?"

"Did you know that women veterans make up about 15 percent of the active-duty forces?"

I can help you to make your connection in The American Legion."

2. Introduce Yourself

Briefly state your name and your role or expertise.

Example:

"My name is Lee, and I'm a member of The American Legion."

3. Highlight Your Value

Explain what you do and how it benefits others. Focus on the value you bring rather than just listing your job title.

Example:

"I served in the U.S. Navy, and I am presently the Post Commander."

4. End with a Call to Action

Wrap up with an invitation to continue the conversation or exchange contact information.

Example:

"If you're interested, here is our post information business card." We would love to spend time with you."

Pro Tips for Success

Keep it conversational:

Avoid sounding rehearsed or robotic.

Practice until it feels natural.

Tailor it to your audience: Adjust your speech depending on who you're speaking to.

Be confident and approachable:

Smile, maintain eye contact, and speak with enthusiasm.

With these steps, you'll have a polished elevator speech that leaves a lasting impression!