**DCRT Week – Elevator Pitch Webinar with Kelly Moranz and Matt Riley**

**What is an elevator pitch?**

* Brief introduction of yourself
* Sharing a key point or two
* Intent to make a connection with someone

**How long should it be?**

* It’s called an elevator pitch because it is roughly the amount of time you’d spend with someone in an elevator
* Between 30 and 60 seconds – it’s your chance to tell your story.
* No longer than one minute.
* Must be ready to deliver at any time and situation

**What is the purpose?**

* Acts as a professional introduction
* A way to share information quickly to make a connection
* To convey an accurate message
* Old saying: “You never get a second chance to make a first impression.”
* Impressions about people are formed immediately after meeting them—in fact, research shows that this process can take one-tenth of a second.

**Why do all of us need one?**

* It enhances our personal brand
* Think of it as a way to promote yourself
* To let people know about our skills
* Opens new opportunities
* Provides a chance to network
* Need to be ready at the flip of switch – may never have the opportunity again
* To be prepared for any scenario, especially if we should face a challenge
* Allows for us to handle any situation in a professional manner and with poise
* Gives us the ability to deliver in the moment

**Where might I need it or use it?**

* In an actual elevator
* In a lawyer’s office/deposition suite
* At a conference
* In a courtroom
* Even at the grocery store
* Can be in person or online!

**How do I create an elevator pitch?**

***Start with brainstorming and reflection***

* First, get all of your ideas for your elevator pitch down on paper.
* Write down a few sentences or ideas for each of these
* Consider these questions when you brainstorm:
* Where do you bring value to the table? *Training and* *Certification*
* If you’re pitching yourself or who’s your ideal customer? *Anyone in the legal profession – judges, attorneys, paralegal, legal assistants, clerks.*
* What can you do for them? *Provide pristine, timely transcripts*
* What exciting statistics can you include? *Experience*
* What problem do you solve? *Court reporter shortage/scheduling issues*
* What results or benefits does your product bring to your clients? *You have evolved as technology has evolved, staying up to date*

**What’s next in the process and what key points should be included?**

* Once you have all that and your ideas, it’s time to narrow it down.
* There is a structure to an elevator pitch that helps make it flow well, sound interesting, clear, and memorable.
* ***There are four elements:***
* Introduction – Tell them who you are and what you do.
* Goals – State your mission or goals
* Value – What sets you apart and makes you unique, and explain how the message matters to the listener
* Hook – An attention grabber – fact, statistic, useful tidbit of information that will pique the listener’s interest and include a call to action – can be at the beginning or end which will spark a longer conversation

***Next up, the ten (10) Cs:***

**1. Concise**

Use the KISS method – Keep It Simple, Superstar! The shorter the message, the more memorable or impactful it is!

**2. Clarity**

Clear points and clean speech project competency

**3. Confidence**

Vital to express your true belief in yourself and your skills. Delivering a message with confidence inspires confidence from your listener.

**4. Compelling**

Explains the problem your solution solves

**5. Credible**

Tell your audience why you are qualified to solve the problem and build the solution

**6. Conceptual**

Stay high level and don't go into unnecessary details.

**7. Concrete**

Relate specific and tangible concepts

**8. Customized**

Addresses the specific interests and concerns of your current audience

**9. Consistent**

Make sure all points align

**10. Conversational**

Think genuine, inviting, engaging, and energetic. Aim for a balance of humility and confidence.

**What should be avoided?**

* Resist the urge to say anything negative
* Don’t talk too much or use jargon that is not easily understood
* Avoid being too emotional – a balance of passion and professionalism is key
* Even though it is only 30 seconds, don’t speak too fast. Clear speech projects competency
* Don’t focus too much on remembering the exact words; it’ll sound canned. Keep your tone conversational and remain present.
* Don’t use a one-size-fits all approach. Update your pitch if your situation changes or create more than one for different scenarios.

**What are the final steps?**

* Now that you are prepared, practice it!
* Make flashcards with bullet points
* Record yourself and listen to it
* Deliver it to your peers and colleagues

**Just go for it!**