



Prepare your Elevator Speech

An elevator speech is a brief message that sparks interest in you, your farm or creates interest in a project, idea or product.

Keep it Short

Elevator speeches should be no longer than the average elevator ride. Varying definitions describe an elevator speech as anywhere from 30 to 90 seconds. Mark Twain said, "I would have written a shorter letter, but I did not have the time." Writing an effective elevator speech requires preparation. Let's walk through the steps.

Use these tips to write your elevator speech:

1. Start with the why. Tell us the "why" of your topic (see worksheet on writing your why).
2. State your shared values. Research shows you trust someone who has the same values.
3. Recognize what is on the mind of your audience. If there is an elephant in the room, bring it up.
4. Be a part of the solution. How will you or your farm make the world a better place?
5. Prove your point with a comparison/analogy. Analogies are memorable and believable.
6. Leave them with a visual image. "Imagine if..." is a great way to end your elevator speech.

Write Your Elevator Speech
