

# YOUR Elevator Speech Worksheet

Build It One Floor at a Time - Start at the *Bottom* and Work Your Way *Up!*

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## 8th Floor

### **Ask!**

Either ask what *they* do, or Ask by bringing the subject back to you.

(This floor can sometimes be skipped in the “Group Audience” Elevator Speech.)

## 7th Floor

### **What You Do for Them!**

Your **USP**, Unique Selling Proposition.

## 6th Floor

More Information on **Why they hire me.**

(This floor can sometimes be skipped.)

## 5th Floor

*Your* **WHY.**

People don't buy *what* you do. They buy **WHY** you do it.”

## 4th Floor

**What you Deliver. Why they hire you.**

## 3rd Floor

What is your **Expertise?**

## 2nd Floor

Describe **What** you do.

## 1st. Floor

**Who** you are. (Your Name.)