

MARKETING: THE ELEVATOR SPEECH

Change the conversation





Purpose: Elevator Speech

- Introduction
- Excite an interest, without being boring
- Generate questions about the CWRT
- Entice to attend a meeting or two
- Develop members



Elevator Speech Basics

- Know & speak to your audience
- Your elevator speech should be brief
- You need to be persuasive
- Share the mission/benefits
- Be positive and flexible
- Mention your goals
- Have a business card ready



Avoid...

- Don't speak too fast
- Don't ramble
- Don't make it sound rehearsed
- Don't frown, or speak in a monotone
- Don't restrict yourself to a single pitch
 - Maybe you are after members
 - Maybe you are after partner supporters



The Speech & Your CWRT

- Focus on the public history mission of your CWRT
- Tell how that purpose relates to your community
- Relate your CWRT's projects, tours, conferences, etc.
- Avoid the schedule, location, etc. of your meetings until the end, if at all.



Importance of History

- Essential for us to understand ourselves & the world around us
- Every field & topic has a history
 - Medicine
 - Music
 - Art, etc.
- History is necessary even though the results are not visible



Wider Comprehension

- Our world
- Society & other people
- Sense of identity
- Deeper understanding of current issues
- Change over time



History Provides Clear Lessons

- Political intelligence
- Morals & values
- Builds better citizenship
- Learn from the past & notice clear warning signs



Develop & Refine Skills

- Reading & writing
- Crafting your own opinions
- Decision-making
- How to conduct research
- Quantitative analysis
- Qualitative analysis



We are all living histories

- All people inherit from the past
 - Languages
 - Cultures, traditions & religions
 - Genetic makeup
- Knowing connections gives sense of truly being human



History can be Fun!

- Plenty of movies
- Fascinating stories
 - Pirates
 - Treasure
 - Mysteries
 - Adventures
- New stories continue to emerge



Involve your members

- Explain why it's important to members
- Tease out the relevant elements
- Build elements into sentences
- Refine the speech
- Practice and re-refine
- Ask members to recite and convince one another



Be prepared

- Cheat sheet
- Business cards
- Rack cards
- Three-fold brochures
- Encourage a reward/recognition system
- Follow-up to welcome new members & new partner supporters



Examples of Elevator Speeches





DISCUSSION