# 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



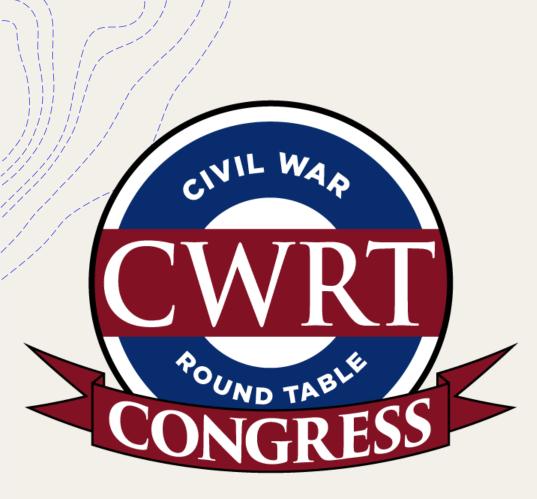
### **Develop & Refine Skills**

- 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



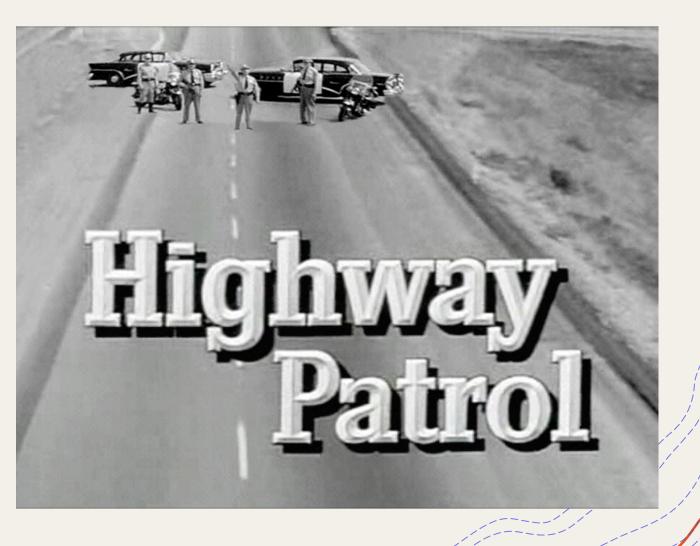
# Be prepared

- 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