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