

Your Elevator Speech

Write answers to the following questions. Write as much as you can. Brainstorm. Then use the answers to craft a two-sentence explanation of what you do. Your elevator speech will evolve with time so don't try to make it perfect. Just put something together that makes sense given your niche. Recite it over and over again so it becomes part of you. It needs to be effortless.

Who are you and what do you do?

I am Dawn Groves.

I'm a communications consultant.

What is your expertise?

I consult on team development using the SDI and business communications in general. I specialize in communication challenges in the workplace. This includes teaching [Coaching for Commitment](#), an exclusive course helping knowledge workers learn how to effectively coach their staff. I work especially well with technical individuals whose expertise hasn't included management and communication skills – such as engineers, accountants, etc. I also do workflow efficiency analysis and recommend digital tools such as OneNote. Lastly I consult on online presence and content development. My work is biologically smart in that it looks at how change occurs in the body and brain.

What do you provide for the customer/client?

I help workers find ways to define and integrate helpful processes or behavior changes that managers can fit into their current lifestyles and work circumstances. I don't just help them find solutions, I help them figure out how to integrate those solutions in real life. I base my strategies in the latest social/psych research on what works and.

Why should clients hire you?

(Per [Fred Miller](#), "People don't buy what you do. They buy WHY.")

My clients receive advice that works in real life. They can start their projects or apply what they've learned right away. They know I understand their situations because I've been there. They find my straightforward style refreshing and easy to understand. They feel accepted, not judged, so they can be totally honest about what's holding them back. They know I respect them despite their challenges. They end up relieved and hopeful.

What is your unique selling proposition (USP)?

From [Seth Godin](#) "Instead of working so hard to prove the skeptics wrong, it makes a lot more sense to delight the true believers."

Whatever you want to integrate into your life, I can help you find a way to do it that is: a) based in current research, not hearsay, b) practical and works within the constraints of your current schedule, c) applicable to other types of behavior change, and d) heartening because you can see your way through (what you thought was) a big challenge.

Working Result:

I help managers and business leaders develop their teams and handle their own work pressures.

Elevator Speech Template

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For more information, check these excellent references:

- [Fred Miller](#)
- [Seth Godin](#)
- [Gregory Ciotti](#)