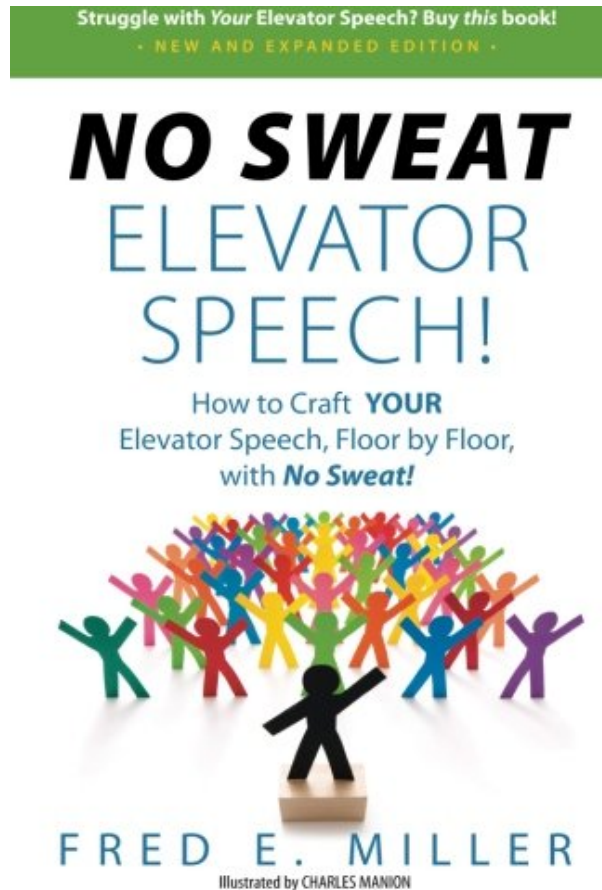


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How to Craft **YOUR**  
Elevator Speech, Floor by Floor,  
with ***No Sweat!***



FRED E. MILLER

Illustrated by CHARLES MANION

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# NO SWEAT ELEVATOR SPEECH!: HOW TO CRAFT YOUR ELEVATOR SPEECH, FLOOR PDF

We've all had this happen: We're at a chamber meeting, networking event, or seminar, and the leader says, "Before we get started, let's go around the room and introduce ourselves. Tell us who you are and what you do. Give us your "Elevator Speech." Many of us start sweating when we heard those words. We've struggled with our Elevator Speech and it always seems to be a "work in progress." The Book Covers: \* What is an Elevator Speech? \* Why have one? \* The two distinct Audiences for your Elevator Speech. \* The different Elevator Speech Goals for each. \* Two Words that formed the basis for the Elevator Speech Template. \* The Eight Floors of the Elevator Speech. \* Having your Elevator "Stop" and "Skip Floors." o Getting individuals "Off the Elevator." \* How to deliver your Elevator Speech. \* Bonus Tips to take your elevator Speech from Blah to Ah! \* The Fear of Public Speaking. o This is why many dread the Elevator Speech. o Why this fear. o Nuggets to Lessen it! Read this book! Then use the Elevator Speech Template and and Worksheet to craft Your Elevator Speech. Write it - ReWrite it. Practice it - Tweak it - Practice it! Do that, and Your next Elevator Speech will be - NO SWEAT!

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A Must Read for All Networkers

By Michael Burroughs

Fred Miller's first book, No Sweat Public Speaking, is destined to be a classic. His latest venture, No Sweat Elevator Speech!, should be required reading for every MBA professor and student, executive, professional, scientist, sales representative, and anyone else who is often asked to summarize who they are, and their value proposition, in a minute or less. His guidance is spot on and also humorous. I found myself laughing while absorbing his excellent advice. He especially grabbed me early in the book by acknowledging that he was woefully lacking in this area and then spent years developing and refining the user-friendly model presented in this book. Necessity is the mother of invention, as the saying goes, and in Mr. Miller's case, his invention can now be shared with the rest of us. His template for developing an elevator speech is easy to follow. This is also a short, impactful read, which is important in this day and age. It makes you want to immediately sit down at your laptop and write your own elevator speech using his approach...and that is his intention.

As a veteran executive recruiter and coach, and the author of Before Onboarding: How to Integrate New Leaders for Quick and Sustained Results, I can say that most candidates I have ever considered lack a good elevator speech. What humbled me in reading this great book is that it hit home--I, too, did not have a good

elevator speech. I have since rectified that situation by following Miller's great model. Any executive or professional who is an active networker should read this book. Sales vice presidents should buy a copy for each member of their sales force. It should also be given to every individual in outplacement programs. The benefit transitioning leaders would gain from reading and applying it, could make a difference in getting or missing their next employment opportunity.

Fred Miller is an expert speaker (He should be...he wrote THE book on that topic!). He has many excellent video vignettes on his website, so you can see him in action. If you're looking for a great keynote speaker or relevant presenter for your next conference, contact this guy!.

1 of 1 people found the following review helpful.

#### NO SWEAT ELEVATOR SPEECH!

By Jerry Schneider

In his new book, NO SWEAT ELEVATOR SPEECH! Miller "closes the loop" on delivering ways to eliminate the discomfort of making presentations to live audiences. It's difficult enough to develop, practice, enhance and deliver an effective presentation to a live audience, but to maximize the effectiveness of the often-impromptu-delivered elevator speech is a "new high" for him.

Who said that the all-important elevator speech needed to be impromptu? As Miller states in his book, the goal of the elevator speech is for the recipient to fully understand who you are, what you do...and also whet their appetite to gain more information.

In addition to suggestions and recommendations for the reader, Miller includes a myriad of examples to help the presenter personalize the information incorporated in the presentation. NO SWEAT ELEVATOR SPEECH! is a must read for people in search of new/better positions, sales opportunities, or simply building a more effective networking opportunity.

1 of 1 people found the following review helpful.

This book is a Huge Help! Know what to say when someone asks you: "So, what do you do?"

By Mike Rohan - Rohan Business Group

Fred Miller's new book, NO SWEAT ELEVATOR SPEECH, is a real gem.

If you struggle with what to say when people ask you..."So, what do you do?", this book will be a huge help. The tone is conversational, humorous and full of recognizable real life situations. It's not dry--it is an easy read at just 99 pages.

The book is packed with "how to's" including crafting your own elevator speech "floor-by-floor". Lots of great advice: see "Rule of Three" and "verbal delivery" for your own elevator speech. There are even two downloadable freebies: an elevator speech template and a worksheet.

See this book to find out how to write and effectively use your new elevator speech in all kinds of situations (public speaking, networking or qualifying prospects for your business). A great tool for all of us.

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