



Does Your Elevator Go to the Top?



What is the value of a good elevator pitch for you and your business?

A perfect elevator speech should compel the receiver to respond with meaningful and relevant conversation. Your positioning statement should be interesting, state what you do, indict outcomes, and provide enough information for others to know whether or not they are interested in working with you.

Then exchange information so that you can follow up with people you want to work with as well. It sounds easy, but few people do it well.

A good elevator speech or positioning statement accomplishes 4 goals:

1. Gives you a non-threatening icebreaker that can be used in ANY setting – at a networking event, at Little League, or in an elevator.
2. Provides interesting information that serves as a basis for follow-on conversation.
3. Identifies your unique abilities and differentiates you from others in your industry.
4. Prevents that awkward stammering that occurs all too often when you are asked, "What do you?"

What are the typical pitfalls? Where do elevator speeches go to the basement?

A bad elevator speech is boring, ego-centric, really long ("when I was 8 years old I decided to ...") dismissively short or, sarcastic ("whatever I want!").

How do you craft a great elevator pitch?

Three specific tips:

Mary's Updates

New YouTube Video Series

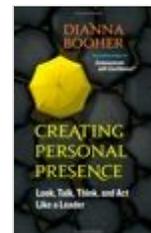


Mary's leadership and business mini-lessons! We'll be featuring different videos every week. The topic for this week's video is "Communicating with Your Team." Click on the image above to watch. We would love your comments as well!

What Did You Think About Marissa Mayer's Announcement?

I expressed my dismay when the Yahoo! CEO decided to take away telecommuting privileges from their employees. Well, that article got picked up all over the US, and I thought you would be interested. Please share your opinions. The article can be found [here](#)... Please feel free to leave comments... I'd love to know what you think.

Mary's Book of the Month



[Creating Personal Presence: Look, Talk, Think and Act Like a Leader](#)
by Dianna Booher

Dianna has sold over 4 million books for a reason. This book actually hurt.

As I read *Creating Personal Presence*, I cringed because I discovered things I am doing wrong. For example, I assume when someone wonders aloud, "Why are gas prices so high?" that they truly want an historical and economic explanation.

Dianna points out that being professional

1. Introduce yourself by providing something interesting and helpful. Ideally, people will ask a question to elicit more information because you are so engaging.
2. Start with who you work with or for, and what your role is. If you are a grant writer, you might say, "I work with a non-profit that raises money for cancer research."
3. Be specific. Be an expert. Be a specialist. Many people worry that if their description is too narrow, they risk not including some potential clients. People today want experts, so if you are an expert in something, say so, such as "I specialize in developing effective office procedures for chiropractors."

You cannot expect an immediate client from a 30 second conversation, but after 30 seconds, most people will know if they want to pursue a possible business relationship.

If the conversation is going well, and you THINK they may be someone you want to contact with, offer to stay in touch.

"I'd like to send you a copy of my book and some materials, but I want to make sure that package would be welcomed."

This is where they enthusiastically say yes. (I got this from Lois Creamer, Book More Business, www.BookMoreBusiness. She is a genius.)

OR

"You sound really interesting and we might have an opportunity to work together on a project. I'd like to add you to my circle of friends I keep in contact very month.

Would that be okay? It is a monthly note from me, just so we stay in touch."

Then I add them to my monthly enewsletter. But I always ask to make sure it is not obnoxious.

Then send your new friend an article that might be of interest to them with a handwritten note.

Link with them and endorse on LinkedIn.

Get to know the people you network with better so that when opportunity knocks, you are in touch with the right people.

Please share your feedback on this article on [my blog](#).

and professorial are two completely different interpretations. (This is hard for a professor to hear!) Dianna discusses better ways for us to communicate, how we present ourselves, either unconsciously (or for most people) or consciously, and how we are perceived.

One of her terrific chapters highlights, "Your voice follows your body—not the reverse" and it gave me insight on why so people are terrified of speaking in front of crowds.

Dianna is a genius. This is a great book for people who rely on networking, sales teams, managers, and executives who need to project confidence and credibility.

Twitter and Social Media

Did you know you can save your entire Facebook world, including contacts?

1. Sign into your Facebook account.
2. Click on the small drop down arrow next to the account link.
3. Choose account settings from the menu.
4. You should be in your Facebook account settings.
5. Scroll down until you see Download Your Information.
6. Click on the download button.
7. It sends you an email when your archive is ready to download.
8. Download it to your harddrive.

Pet Tip

Chip your dog!

Did you know that as few as 14% of pets ever find their way home after getting lost due to lack of identification? Microchips are the answer.

About the size of a grain of rice, a microchip is inserted under the skin in less than a second. It doesn't need a battery and can be scanned by a vet's office or animal control officer painlessly in seconds.

Make sure to register and UPDATE the chip ID with the chip's maker. A current registration is the vital last step to help your pet come home.



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Mary C. Kelly

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