

# SLRLN Summer 2016 Workshop - Elevator Pitch Activity

**Scenario:** Imagine that you know you will soon have an opportunity to speak in a casual situation about your library work with someone who may not be taking full advantage of available library resources and services. Working with a partner or small group, use the following steps to brainstorm a draft elevator pitch that you might use in such a situation.

Identify your target audience (*e.g. faculty member, student, parent, local entrepreneur, public library patron, public library non-user*):

Identify one or two things your chosen target audience cares about (*i.e., what are their short- or long-term goals? What do they value?*):

Identify up to three specific library resources or services that are relevant to the goals and values of your target audience:

Now, put it all together! Write a few sentences that inform your target audience about the resources or services you've identified, being sure to explicitly connect your message to their expected goals/values (*see tips on reverse side*).

An “elevator pitch” is a very short speech (usually delivered in about a minute) that aims to answer the question “what do you do, and why should I care?”

An effective elevator pitch should:

- **be relevant to your listener.** Know your audience’s interests and connect with what they care most about. The elevator pitch is not really about you!
- **have a goal.** What action do you want your listener to take?
- **be clearly understood by your audience.** Show your passion and perhaps share a surprising or memorable fact or anecdote, but avoid jargon and platitudes.
- **be prepared and delivered confidently.** Do you have a ready answer for the most likely follow-up questions?
- **be flexible and natural.** If all goes well, it will be the beginning of a conversation - not a monologue.

Further reading on elevator pitches:

American Library Association. (2015, August 11). *Write an elevator speech*. Retrieved from <http://www.ala.org/everyday-advocacy/speak-out/write-elevator-speech>

Sjodin, T. L. (2012). *Small message, big impact : the elevator speech effect*. New York : Portfolio.

Stephens, M. (2015). What's your pitch?. *Library Journal*, (3). 39. Retrieved from <http://lj.libraryjournal.com/2015/02/opinion/michael-stephens/whats-your-pitch-office-hours/>