



The Elevator Speech

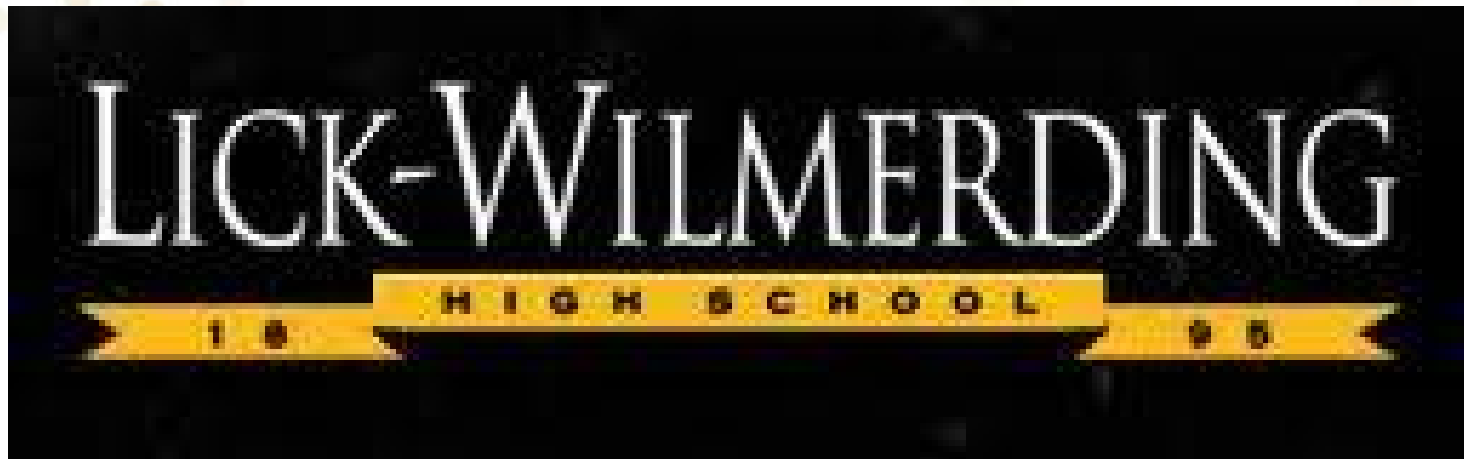
October 4, 2011

**Kim Johnson,
Spitfire Strategies**

..... Agenda

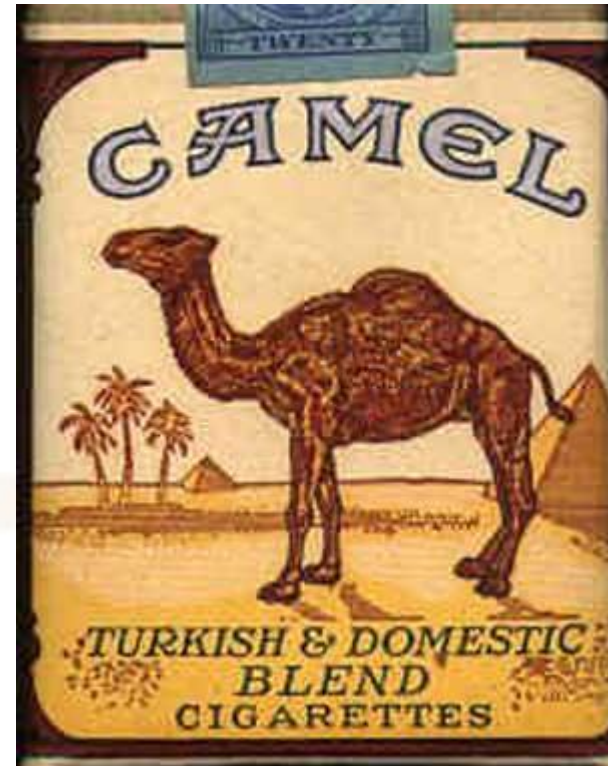
- ✓ How do you talk about your work?
- ✓ Elevator speech overview
- ✓ Building your elevator speech
- ✓ Practice and Share

About Me



About Me

- ✓ Camel Girl



About Me

- ✓ Camel Girl
- ✓ Union Girl





About Me

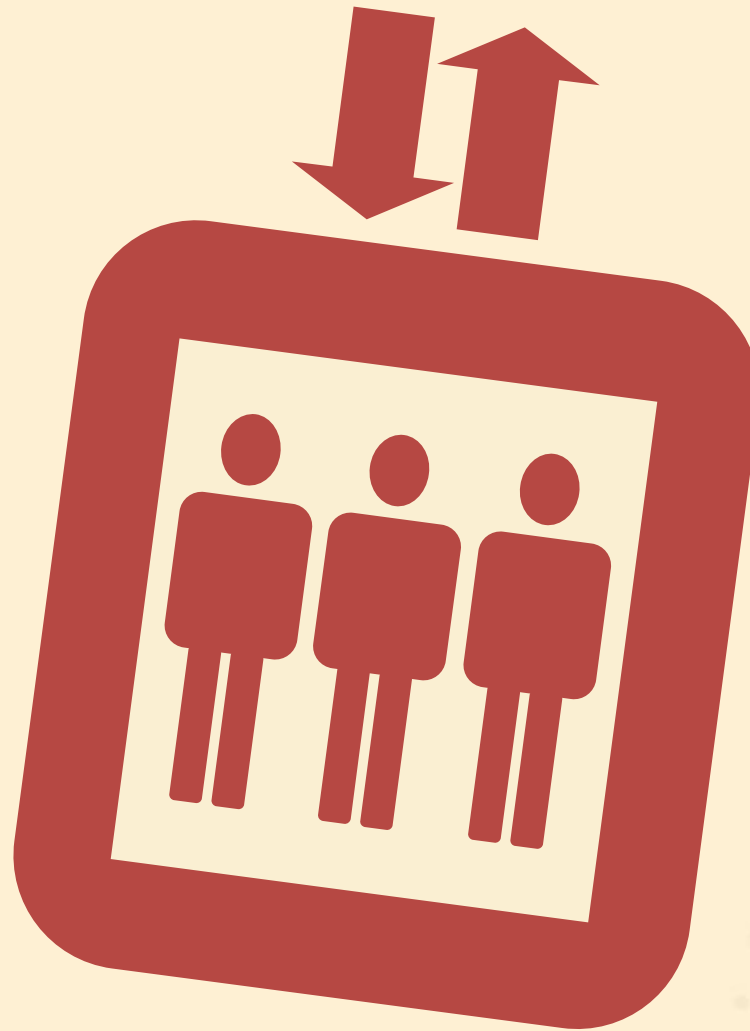
- ✓ Camel Girl
- ✓ Union Girl
- ✓ Spitfire



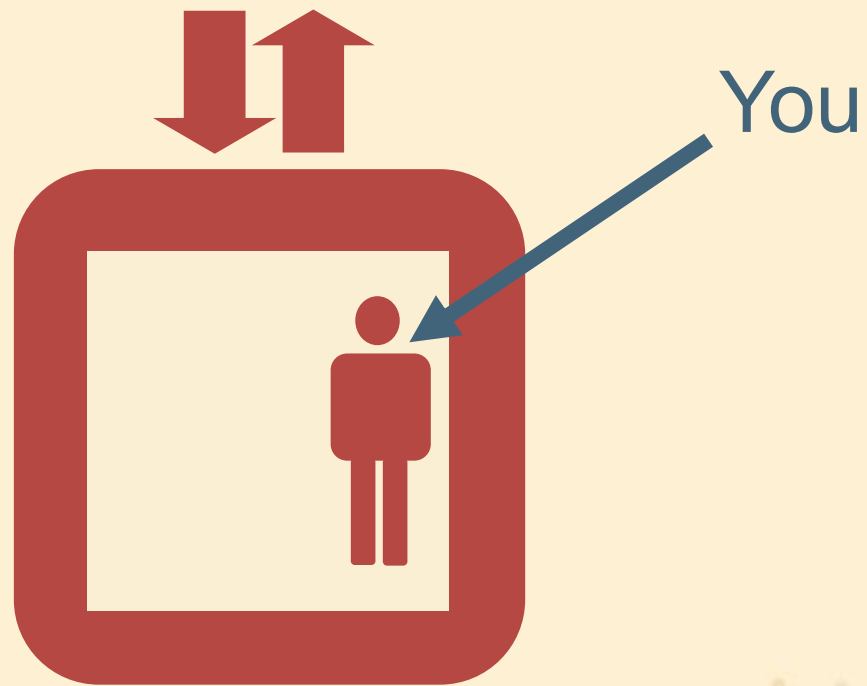
How Do You Talk About Your Work?

Photo: www.jonhotchkiss.com

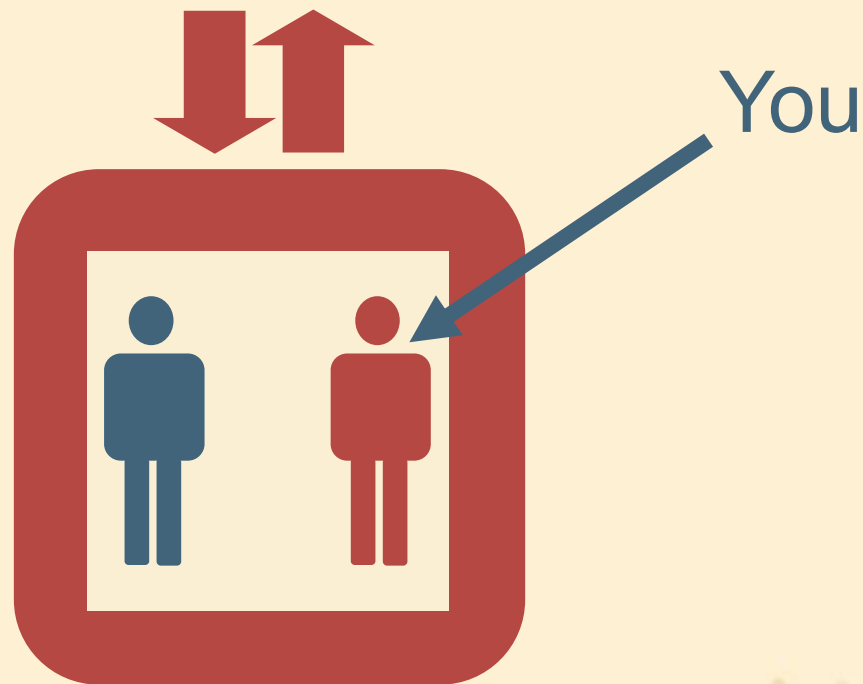
..... What is an Elevator Speech?



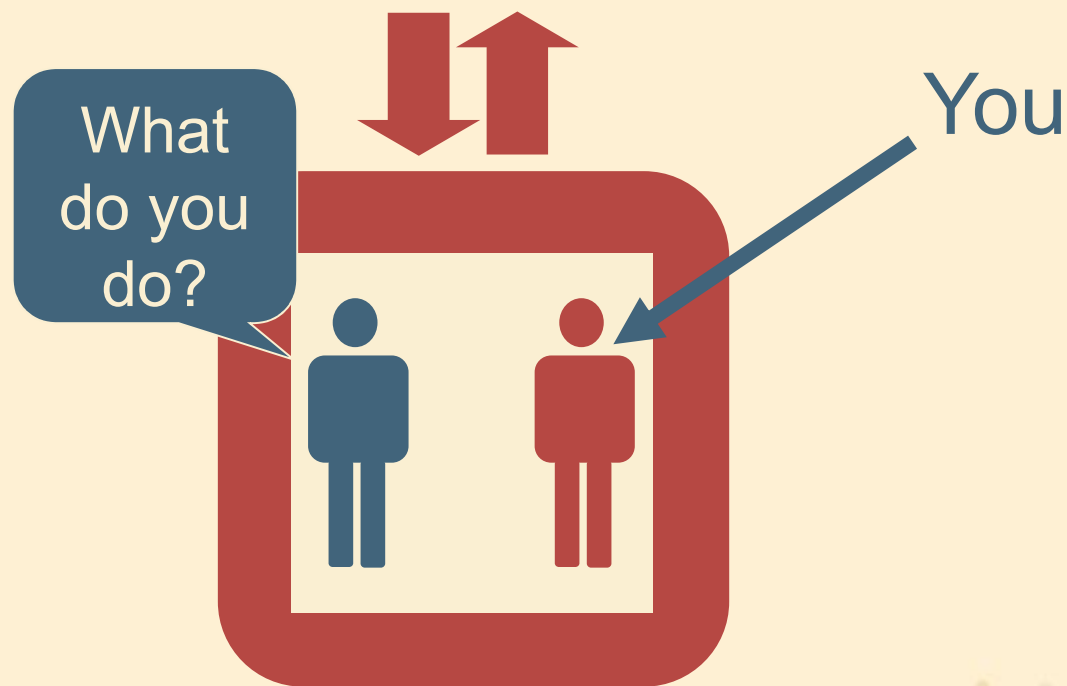
..... Why Have an Elevator Speech?



..... Why Have an Elevator Speech?



..... Why Have an Elevator Speech?



..... Why Have an Elevator Speech?



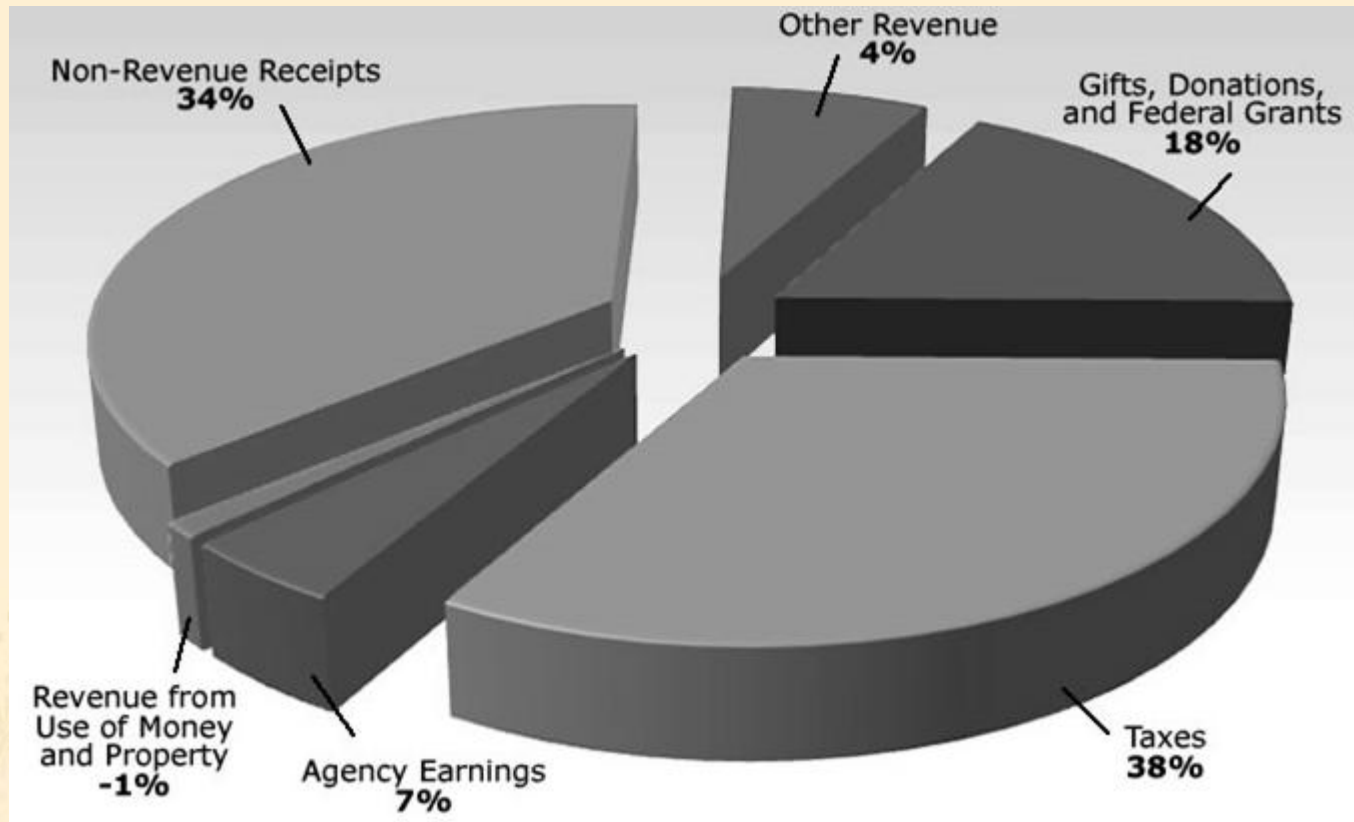
..... Why Have an Elevator Speech?



..... Why Have an Elevator Speech?



..... Why Have an Elevator Speech?



..... Why Have an Elevator Speech?

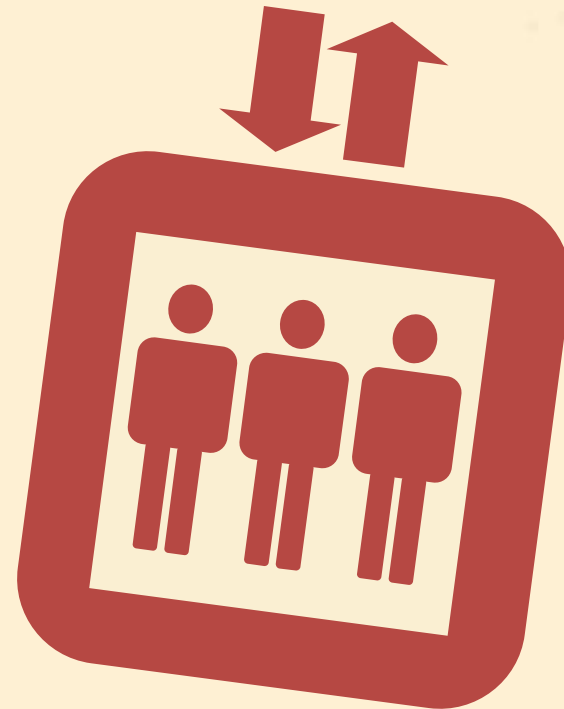


?



..... An Elevator Speech Is

- ✓ Brief – 30-60 seconds
- ✓ Clear – No jargon or acronyms
- ✓ Passionate



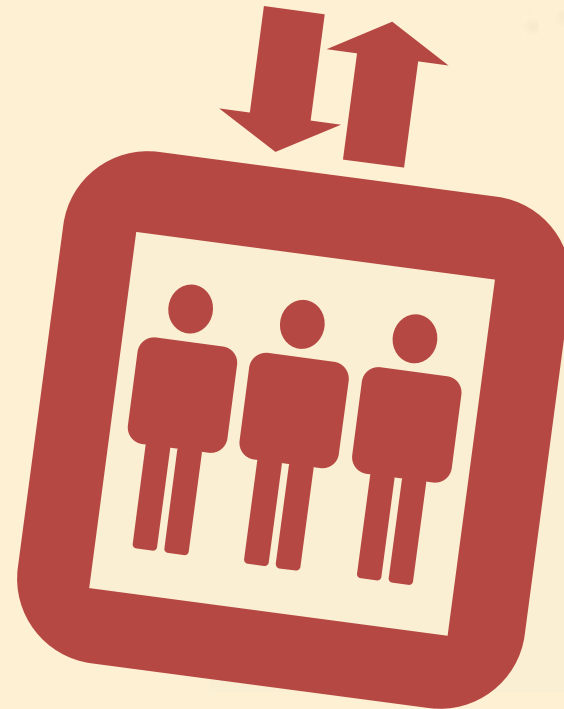
..... An Elevator Speech Is Not

- ✓ Brief – 30-60 seconds
- ✓ Clear – No jargon or acronyms
- ✓ Passionate
- ✓ A mission statement
- ✓ A history lesson
- ✓ A monologue
- ✓ A script



..... Elevator Speech Components

1. Strong opening
 - Tagline
 - Factoid
 - Statistic
2. The need or problem
3. Our unique response
4. Engage them



Our Story

How We Do It

Buy a Pair | Give a Pair

Design, Materials and Assembly

Our Lenses

Meet the Founders

Why "Warby"?

Our "Free" Pledge

Inquiries/Help

Buy a Pair | Give a Pair: For every pair of glasses you buy, we give a pair to someone in need.

We believe that everyone has the right to see. Unfortunately, over 500 million people in the world today don't have access to proper vision care. We have devoted ourselves and our company to help these people to see, contribute to their communities and lead fuller lives.

Eyeglasses can be the difference between happiness and despair. They can enable someone to provide for a family and their absence can condemn that family to poverty. Imagine a farmer who needs to differentiate seeds to plant, a tailor who has to thread a needle or a weaver who creates intricate patterns on a loom. For every pair of Warby Parker frames you buy, we (Warby Parker and you) provide a free pair of eyeglasses to someone in need in the US or the developing world.

Warby Parker works with non-profit organizations, such as [RestoringVision.org](https://www.restoringvision.org), to identify those in need and distribute eyeglasses responsibly. For every pair of glasses that we sell, we donate a pair through RestoringVision to someone in need.

Join our cause. Help others to see and live fuller lives.

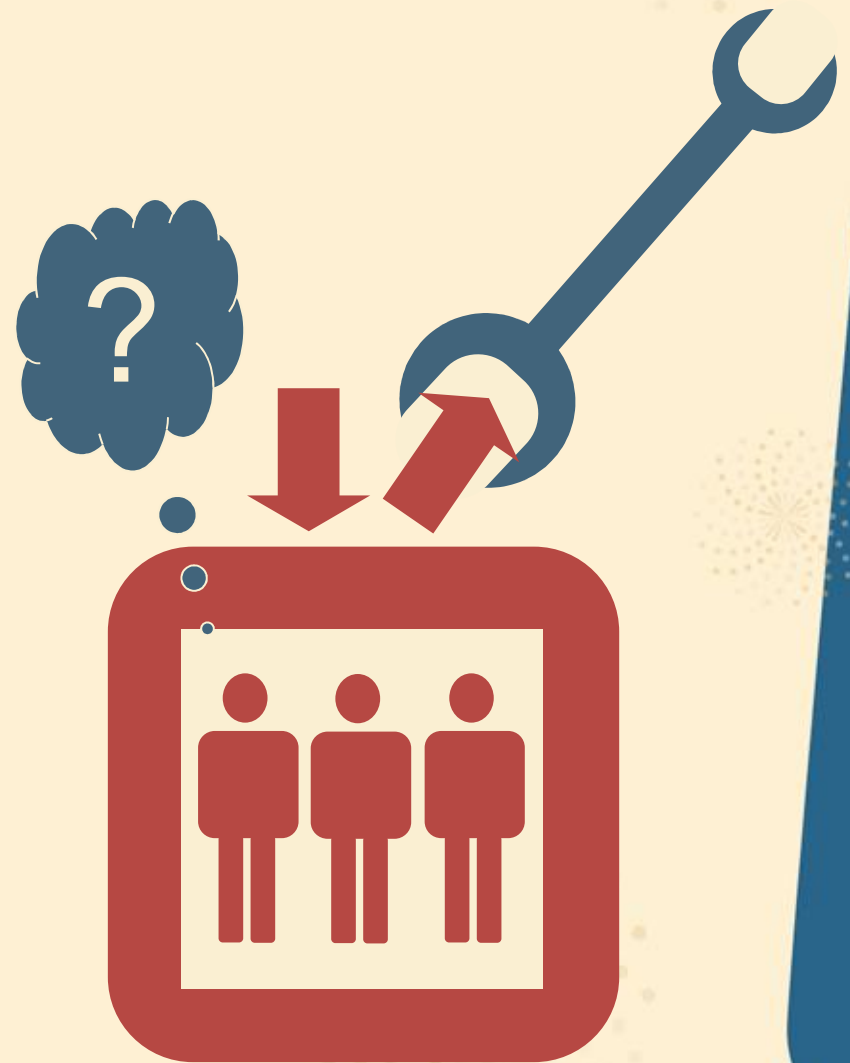
Our Customers have enabled us and [RestoringVision.org](https://www.restoringvision.org) to donate glasses to those in need in the following regions:



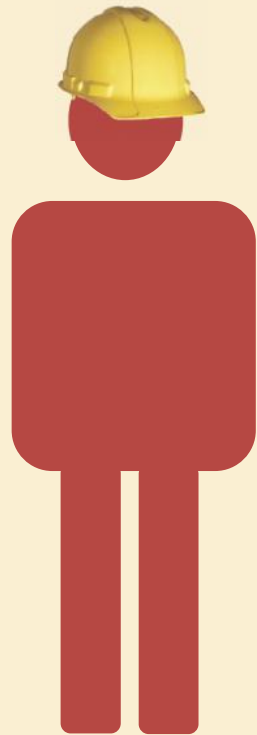
Warby Parker Founder Neil Blumenthal distributing glasses in Bangladesh

..... Let's Build an Elevator Speech

- ✓ Strong opening
- Tagline
- Factoid
- Statistic
- ✓ The need or problem
- ✓ Our unique response
- ✓ Engage them

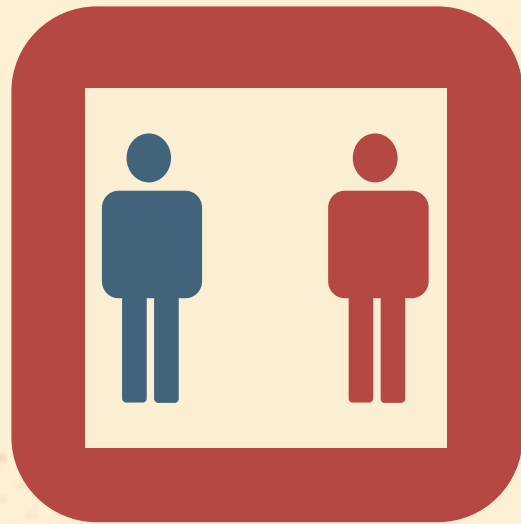


Work Session



1. Strong opening
 - Tagline
 - Factoid
 - Statistic
2. The need or problem
3. Our unique response
4. Engage them

..... In the Elevator



- ✓ Step in the elevator
- ✓ Try it!
- ✓ Get feedback

?!



..... **Congratulations!**





www.SpitfireStrategies.com

©2009 Spitfire Strategies LLC

Spitfire Strategies owns all copyright for this presentation.
You may reproduce copies of this presentation for non-commercial use
to share with colleagues at your organization.
The presentation may not be copied or reproduced for other purposes
without the express written permission of Spitfire Strategies LLC.