

Developing your Elevator Speech

Most lawyers are familiar with the term “elevator speech,” the 30-second to two minute summary of who you are and the value you deliver to your clients. It’s not enough to say, “I’m a business litigator at so-and-so’s firm.”

Rather, your elevator speech must define the problems you help your clients solve and why you enjoy your work.

Please take a moment to complete the following questions:

1. Type of clients you serve
2. Problems you help your clients solve
3. Why you enjoy helping clients solve their problems
4. Summarize a few of your recent client successes for this type of client:
5. What your best clients have in common:

Part I:

“I work with <insert 1>”

“To help them <insert 2>”

“I enjoy my work because <insert 3>”

Part II, if you have time:

“Recently I had a case <insert 4>”

“The clients I enjoy working with most are <insert 5>”