



Elevator Pitch

An elevator pitch (or speech) is a brief overview of an idea for a product, service or project. The pitch can be delivered in the time span of an elevator ride (20 seconds, 100 to 150 words). The speech is short and meant to be delivered at casual moments.

Library Elevator Speech

- Offers a chance to meet, greet and/or thank someone
- Offers a chance to say something about your library
- Offers a chance to ask for something (funds, support)
- Offers a chance to set up a later appointment
- Comes in handy at events, conferences, conventions, networking opportunities.

May include:

- A short description of what you do
- An attention grabber
- Something unique about your library or you
- A question to “hook” the person’s interest
- A short story or anecdote that illustrates a successful outcome of your library’s services.

Used with permission from Tina Keresztury,
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For more on crafting an elevator pitch, see also:

ALPS Elevator Speech Contest (Google it—the URL is impossible!)

The Elevator Speech: It's There for You by Marie Wallace
(www.llrx.com/columns/guide18.htm)

Your Elevator Speech (part of a workshop from Infopeople,
www.infopeople.org/training/past/2006/word-of-mouth)

