



## WHAT' S ROTARY?

### WHAT MAKES AN OUTSTANDING ELEVATOR SPEECH

The first thing you need when you are presenting an idea is to have an effective elevator speech.

1. It only takes 20-30 seconds to make a first impression and many people tune you out in a minute.
2. Narrow your focus to 3 points or less.
3. Emphasize those strengths most suitable to describe Rotary as you know it.
4. Clearly state your message using convincing evidence. (Where can this be used & what problems can it solve)
5. Positive words plus positive body behavior and positive attitude equals positive results.
6. Don't forget to invite them to a club meeting and get their contact information so you can follow up with them later.
7. In closing, leave a favorable, memorable impression.
8. Read it back to yourself and others.
9. Use plenty of benefits for the other person. (**What's In It For Me**)

(Convince, Persuade, Inform, Motivate, & Entertain.) Have energetic body language, upbeat tone of voice, maintain eye contact, avoid being tied to a script or lectern, and get the audience involved.