



Perfect Your Elevator Speech: Tips and Strategies

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Your Elevator Speech is Critical to Legal Marketing and Business Development



What do you say when people ask, "What do you do?"

Like most of us, you probably have a canned response that is delivered to everyone - no matter who they are.

For a moment now, think about that response.

How long does it take to deliver?

Is it complex?

More importantly, is it memorable?

Kevin Houchin at [Lawerist.com](#) has a [published a list of goals and strategies](#) to help you craft your so-called elevator speech - and make it memorable.

First, Houchin says your speech should:

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- 1. Plant a seed of curiosity.**
- 2. Spark a conversation.**
- 3. Shift the focus back to the person asking the question.**
- 4. Establish yourself as an expert.**
- 5. Reposition the legal industry as a "helping" profession.**

From here, Houchin offers an elevator speech template, and how to fill in the blanks. His strategy is noteworthy and worth your attention.

Here's an excerpt:

"I help _____ [insert your target client such as "creative people"] _____ [insert verb such as "solve," "protect," or "plan"] _____ [insert your favorite project/case such as "business," or "family"]."

The key here is to NOT just say "I'm a _____ lawyer," because nobody wants to talk to a lawyer, especially in an elevator where one might potentially be trapped for hours. Additionally, "I'm a _____ lawyer." stops the conversation cold without any chance to begin the conversation.

The "I help . . ." response almost requires the first person to ask "How do you do that?" Now we're talking. Now we're having a conversation. Now is when you drop the "A-word" or the "L-Word" on them. Now you can say something like "I'm the attorney who helps the inventors protect their intellectual property."

What are some of your favorite approaches to the elevator speech? Send in your comments!

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