

# YOUR ELEVATOR SPEECH

You may find yourself in a situation where you unexpectedly come in contact with a policymaker or staff member who is influential in changing the course of lung cancer. In cases like this, you have less than a minute to make an impact. To make the most of this time, it is important that you have prepared a pitch in advance.

## General tips and strategies

- Frame the elevator pitch around the point of view of the person to whom you are speaking.
- Focus your pitch on a problem this influential person can help solve.
- Speak concisely about lung cancer and what action you want taken.
- Your goal is to pique the person's interest and leave him or her wanting to know more about lung cancer.
- Be passionate, concise, and succinct. Write it out and practice, practice, practice.



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## General outline for an effective speech

- Introduce yourself and quickly describe your experience with lung cancer.
- State the case you wish to make using powerful details that are important to the listener (i.e. Lung cancer is the leading cancer killer in both men and women in the United States).
- Suggest how the listener may be able to help with this issue.
- End with a call to action – a future meeting or phone call?
- Ask for a business card and supply yours, if you have one, or follow up with an email.

