

Crafting Your Mini-Intro (Elevator Speech)

The time to begin this process is now. Just begin anywhere. Many times the last part you want to write is your hook, so pick up your pen and start writing.

Attention-grabbing question, quote, or data point:

My name is _____

I work with _____

That want to _____

By providing _____

Is that something you (your company, team, etc.) needs to achieve?

