



Small Message, Big Impact: The Elevator Speech Effect

Terri L. Sjodin

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“Whether I’m pitching a potential client or creating a blockbuster ad campaign, I’m always thinking about how to make the message smaller so the impact will be bigger. Terri Sjodin has codified the science of getting this right.” —Linda Kaplan Thaler, CEO of The Kaplan Thaler Group and best-selling coauthor of *The Power of Small and Bang!*

You’re at the airport waiting for a flight, burning time by checking your e-mail. Then you spot the CEO of a company you’ve wanted to connect with for ages. He’s also waiting for his flight. Your flight! Should you walk over? What would you say?

We’ve all been there. An opportunity presents itself and you have one chance to share your important message. The clock is ticking. And in this age of information overload, no business skill is more essential than being able to connect with others quickly, whether in a one-on-one meeting or in front of thousands of people.

Acclaimed speaker and consultant Terri Sjodin defines an elevator speech as a brief presentation that introduces a product, service, or idea. Its purpose isn’t to say everything about your topic—just to intrigue and inspire the listener to want to hear more. And Sjodin suggests you expand your vision of what it can do. “Don’t just think of an elevator speech as a generic tool you use in chance moments—consider the concept as a strategy to manage multiple talking points and to communicate more complex ideas as well.”

Her bestselling book is an entertaining, practical guide to making your message concise, compelling, and effective. She reveals, for instance, how to:

- Build a convincing case using six of the most consistently effective arguments.
- Incorporate unique illustrations to bring your message to life.
- Speak in your own authentic voice; the art is in your delivery!

In this newly updated edition, Sjodin offers her time-tested strategies and advice, including simple outlines, worksheets, a sample elevator speech, evaluation forms, and much more.

Whatever your goal, you can learn to craft a fresh, brief, convincing message that generates tangible results.

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Marie Griffin:

A lot of people always spent all their free time to vacation or perhaps go to the outside with them household or their friend. Do you know? Many a lot of people spent they will free time just watching TV, or perhaps playing video games all day long. In order to try to find a new activity honestly, that is look different you can read some sort of book. It is really fun for you. If you enjoy the book that you simply read you can spent the whole day to reading a e-book. The book Small Message, Big Impact: The Elevator Speech Effect it is extremely good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. In the event you did not have enough space to bring this book you can buy the e-book. You can m0ore quickly to read this book from a smart phone. The price is not to cover but this book possesses high quality.

Nancy Kidder:

The book untitled Small Message, Big Impact: The Elevator Speech Effect contain a lot of information on that. The writer explains the girl idea with easy approach. The language is very simple to implement all the people, so do certainly not worry, you can easy to read the item. The book was compiled by famous author. The author provides you in the new period of literary works. You can easily read this book because you can read on your smart phone, or program, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can open their official web-site and order it. Have a nice examine.

Lisa Westra:

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