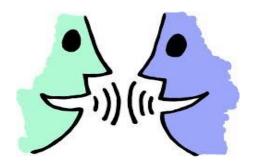
## WHAT'S ROTARY?



## 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.