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No Sweat Elevator Speech!: How to Craft Your Elevator Speech, Floor by Floor, with No Sweat!

By Fred E Miller

Fred Company, United States, 2014. Paperback. Book Condition: New. Charles Manion (illustrator). 210 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****.We've all had this happen: We're at a chamber meeting, networking event, or seminar, and the leader says, Before we get started, let's go around the room and introduce ourselves. Tell us who you are and what you do. Give us your Elevator Speech. Many of us start sweating when we hear those words. We've struggled with our Elevator Speech and it always seems to be a work in progress. The Book Covers: * What is an Elevator Speech? * Why have one? * The two distinct Audiences for your Elevator Speech. * The different Elevator Speech Goals for each. * Two Words that formed the basis for the Elevator Speech Template. * The Eight Floors of the Elevator Speech. * Having your Elevator Stop and Skip Floors. o Getting individuals Off the Elevator. * How to deliver your Elevator Speech. * Bonus Tips to take your elevator Speech from Blah to Ah! * The Fear of Public Speaking. o This is why many dread the Elevator Speech. o Why...



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