**The Elevator Speech**

**Introduction**

Masonry is always looking for good men to join our fraternity. As Mason’s, we are ambassadors of the fraternity and as we navigate the world outside of our Lodge, we will no doubt encounter men that have questions about the fraternity and that may be interested in joining. That interest may be sparked by a recognition of a masonic symbol your wearing, they might see you coming out of a Lodge, or they might be present at a social or community activity that Masons are sponsoring or participating in.

So when someone approach's you and asks about the symbol on your ring, or on that hat you’re wearing, or says. “Tell me about Masonry.” We should all be prepared to provide information about the fraternity, speak to our experiences in the craft, and be able to direct interested parties to where they might find more information.

Over the next few minutes, we will explore techniques on how to prepare your yourself talk to non-masons about the fraternity in an effective and efficient manner.

**Symbols We Wear and Use**

There are also visible signs which we wear, or use, which identify us as Masons. Some are subtle and some,

well, are a little more bold. When are identify ourselves as Masons, we should be prepared to get questions about what a certain symbols means, what masonry is, what do Masons do, and perhaps how do I join?

**The Elevator Speech**

In some situations, you may only have 30-60 seconds to answer an initial question and make a favorable impression. The way you answer that first question must have a positive impact and spark further interest

One effective technique to open the conversation is called the elevator pitch or elevator speech. In the next few slides we’ll explore what an elevator speech is, it’s characteristics, tips for preparation and delivery, and some suggestions on how to prepare your elevator speech about Masonry.

**What is an Elevator Speech?**

If you’re not familiar with an elevator speech, your first question might be, What is it?

An elevator pitch is a brief, persuasive speech that you can use to spark interest in what your organization does.

Or it can be used to create interest in a project, idea, or product. It needs to be succinct, while conveying important information and generating interest.

**Characteristics**

Let’s examine the characteristics of a good elevator speech

Remember, it’s not a sales pitch

It organizes your thoughts. It’s not a rambling stream of consciousness or disjoint thoughts. It follows a logical progression from the introduction, to the main point or theme, and the closing.

It should stay focused on the message you’re trying to convey and may speak to topics like, the goals and objective of your organization, what it does in a community, and your role in it.

It is focused and specific to your target audience, which in our case is men who are not already masons.

With only 30-60 seconds to deliver it, a good mantra is; be Brief, be Brilliant, and be Gone

Most importantly. it should generate interest, leave them wanting more!

**Preparation**

Following are some tips for preparing an elevator speech.

Have a clear idea of what you want to convey; what’s your theme and what are you trying to get across?

Research and become an expert on your topic. If your initial speech is effective, anticipate questions and be ready to explain or provide additional details.

Know your unique position on the topic and speak to your experiences.

Organize your thoughts to tell the story or make the point.

**Delivery**

Here are some tips for effective delivery

Memorize what you want to say. Practice saying it our loud. Time how long it takes to deliver it, try to keep it under a minute**.**

Speak slowly and clearly. Be conversational

Don’t forget to smile. Let your passion and enthusiasm show!

Practice, practice, practice

Be prepared to tweak the content and modify your delivery to match your audience or situation

**Crafting Your Masonic Elevator Speech**

Here are a few things to think about as you craft your Masonic elevator speech **Click**

It’s easy to talk about our personal experiences and things that we know about. For example, what I did over the weekend, or my favorite sports team. Share your story about masonry. Be honest and speak from your heart. Talk about your personal experience of being in the fraternity, what it means to you and how it has affected your life. Give one or two examples of what your Lodge has done in your community **Click**

Mention that we are looking for good men that want to better themselves. **Click**

Finally, don’t forget to tell them where to get additional information and how to contact your Lodge **Click**

**Examples**

Here are some examples of what a good elevator speech might sound like.

**Practical Exercise**

Everyone has their own unique story to tell about their experience in Masonry. Work on developing yours and remember that you are an ambassador of the fraternity.

As a practical exercise, work on developing and practicing your elevator speech about Masonry.

If this presentation is being given in a live setting have participants break into groups, partner up, or work individually on crafting their own elevator speech.

Do a role playing exercise with one person approaching another and asking something about Masonry and use it as an opportunity to give them your elevator speech. Have a couple volunteers do it in front of the group.