

The Elevator Speech

Intro...a short short story

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Q:What is it?

A: A teaching
tool.

What else is it?

A: An appetizer.

NOBODY has just **ONE**
potato chip...

1. Concise

Aka:PITHY

2. Clear

AKA:SIMPLE

3. Compelling

AKA: A HOOK

<http://www.wellwrittenwellsaid.com/successfulspeechesblog/creating-a-catchy-hook-how-to-make-your-speech-sound-like-music-to-their-ears-chapter-3/>

4. Credible

AKA:TRUE

5. Conceptual

Aka 30,000'

6. Concrete

Aka: NUMBERS

7. Customized

Aka: FLEXIBLE

8. Consistent

Aka: OPEN

9. Conversational

Aka: FRESH