

# WAKEFIELD & WAKEFIELD

Business Etiquette

*set yourself apart • get an edge*

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## ELEVATOR SPEECH:

### PREPARE, REHEARSE AND REVISE

Whether making a new acquaintance at a mixer, or actually riding in an elevator, we have all left a brief encounter with a very intriguing person re-thinking what we *should* have said or how we could have said it better in those brief moments. The elevator speech is an essential tool for making every encounter result in a great impression, particularly when there is little time to do so.

The elevator speech is a gem to market yourself as an individual in **two minutes or less**. Include how you are a solution to a problem, consider including a brief anecdote, and overall, have the listener leave remembering how you and your goals are unique. You might develop **different versions for different situations or audiences**.

After you have gotten your point across quickly, **follow with an open ended question**: “What do you do?” **Be flexible** if the listener has questions and takes the discussion in a new direction. The elevator speech is simply a mechanism to start a dialogue; don’t worry if you aren’t able to complete your entire statement.

Most importantly, you want to excite others and instill in them a **desire to continue the conversation** and know more about you. Each and

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#### ABOUT US



**Libby Mack Van Vleet** has a background in marketing and administration, and is a certified high school English teacher. She is a

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every personal encounter we make has potential to further our respective missions. For that reason, make it a priority to prepare an elevator speech, rehearse it, and revise it regularly.

### **YOUR Business Etiquette Topics:**

**Submit your thoughts and questions to [libby@wakefieldetiquette.com](mailto:libby@wakefieldetiquette.com).**

**Libby will address your ideas in upcoming issues of our newsletter.**

## **HOW DO YOU WANT TO BE REMEMBERED?**

Libby Van Vleet and her father Wake Mack promote business etiquette. It is a smart and easy way to retain clients. Increase business earnings and sales. It is time to take your employees to the next level.



When you retain the services of Wakefield & Wakefield, be prepared for success as your staff members maximize their potential and exceed expectations.

Set yourself apart to get an edge. People will remember!

*For further information about Wakefield & Wakefield, contact Libby at 503-893-9253 or [libby@wakefieldetiquette.com](mailto:libby@wakefieldetiquette.com).*

## **SUPPORTERS AND CLIENTS**

*Thanks to all of our fabulous clients and supporters.*

- Arlington Club Speakers Corner – Arlington Club
- CB Richard Ellis, Inc. - Mike Wells, Managing Director
- Isler Northwest LLC – Tania Gitch, C.P.A.
- National Charity League, Inc. – Sarah Allen, Portland Chapter
- Washington Trust Bank – Linda Williams, President, Oregon Region

## **WHAT PEOPLE ARE SAYING...**

graduate of Colorado College and Chapman University.



**Wake Mack** is a former lawyer, local businessman and financial services development officer. He graduated from Notre Dame, Willamette College of Law, and served in the U.S. Marines Corps.

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### **WISE WORDS**

“Do not wear your courtesy like a watch, to be taken out now and then when you want to impress people. Be courteous always, wherever you go, with whomever you happen to be.”

– *Sister Mary Mercedes*

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“Thank you, Wake -- You and Libby were a breath of fresh air for us. Thank you for taking your time to share such timeless information with us.”

***John Chambers, C.P.A., Isler Northwest LLC***

“Thank you. All of us have more than a few important take-aways – and it was fun too.”

***Linda Williams, President, Washington Trust Bank, Oregon Region***

“Thank you for your wonderful presentation today. My colleagues and I enjoyed it immensely and are sure we will put it to good use.”

***Ray Jordan, President, Ray Jordan, PC***

"There has been a lot of 'buzz' about [your presentation]. People are really interested in the subject, love the positive ways that you present it, and want more."

***Amy Fields***



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