A librarian walks into an elevator…

30 seconds ~ 90 words ~ 10 sentences

About you ~ what you offer ~ how it benefits ~ how you do it ~ call to action

Step by step

1. Write down everything that comes to mind.
2. Tighten it up. Cut details, unnecessary words.
3. Connect the phrases into a nice, fluid address.
4. Practice, keeping key points in mind.
5. Adapt for different situations.