

PEEC Statement (Elevator Pitch)

Pronounced “peace” statement – PEEC is an excellent way to talk about your work while hopefully being interesting, memorable, and referable. PEEC helps you articulate what you do while making a friendly request – even to those you meet for the first time! Many might refer to this statement or strategy as an *elevator pitch*. I prefer to think of PEEC as a *positioning statement* – perhaps a great way to “position” you as a resource. Best used at networking events, conferences, sales meetings, and even social gatherings. Use it just before delivering a speech. Practice *your* PEEC Statement with your natural market, target market, prospects, clients, and associates. You just might get a referral!

Profession – *Who, what, and for whom?*

Expertise – *What you know!*

Environments – *Your Target Market!*

Call to Action – *What you want...specifically!*

Be asked. Be brief. Be specific. Have an AIR about you. Maintain your brand.