**Using Your Voice**

Whether public speaking comes naturally or not most people find it easier to when they have something prepared. The elevator speech is a good way to summarize your project, share ideas and information, and get others excited about your project. The speech should be short (no longer than 90 seconds). More information can be found in the [Media Relations](http://www2.aap.org/commpeds/cpti/Media.pdf) section of the **Community-based Resident Projects Toolkit.**

1. Who’s your audience? (Who do you want to reach with this speech? (Participants, community partners, funders)

Click here to enter text.

1. Briefly stating your expertise or establish credibility. (As a pediatrician and parent,... as a former teacher ...)

Click here to enter text.

1. What’s the problem that you’re project is addressing? (Put yourself in their shoes and describe the need your project addresses)

Click here to enter text.

1. What’s the solution? (State the name of the project)

Click here to enter text.

1. What makes this solution different than what’s been tried before?

Click here to enter text.

1. What are the benefits of your project? (What’s in it for them? Why should they want to get involved?)

Click here to enter text.

1. Give them an “Aha” moment by piquing their curiosity (What if…, Imagine if….Wouldn’t it be terrific if….)

Click here to enter text.

1. Let them see your passion (Why are you so passionate about this project? Your enthusiasm can be infectious and that excitement can be a strong selling feature)

Put it all together: Click here to enter text.