



ELEVATOR SPEECH
TRAINING

Attract greater interest and support.

What we do

We help you attract greater interest and support by changing how you talk about what you do and why you care—in two extraordinarily efficient one-hour sessions.

Endorsed by 85 CEOs and Executive Directors

**“If only all my one-hour meetings
were so productive!”**

Priya Jayachandran, CEO,
National Housing Trust

**“This one hour session was more im-
pactful than weeks I have spent in other
communications trainings.”**

Dan Nissenbaum, CEO, Low Income Investment
Fund

**“Marc’s training was like hitting
a restart button.”**

Gladys Limon, Executive Director, Cali-
fornia Environmental Justice Alliance

**“I have never experienced a more
streamlined and helpful
one-hour training session.”**

Ben Strauss, CEO and Chief Scientist,
Climate Central

Browse all endorsements at www.est.io/testimonials

www.est.io info@est.io (305) 604-9500

HOW WE WORK

Preparation - Process - Outcomes - Takeaways



The course lasts just 60 minutes.

Our secret sauce is an 8-step approach that clients can master in just one 60-minute video call training session. Called the "Elevator Speech Framework," it enables you to immediately start avoiding the most common pitching mistakes. The framework is based on the well-known Message House Method.

Specific training outcomes include:

1. Describing your work in one jargon-free and compelling sentence
2. Conveying the critical importance of what you do
3. Differentiating yourself from others
4. Instilling confidence and trust
5. Showing the right amount of emotion
6. Being crystal-clear about what actions listeners should take

You will also learn how to use the "power of pausing," and how to, once and for all, get rid of filler words like "um" and "you know."

Clients prepare for the training with three steps:

1. Identifying the most relevant communications scenario
2. Defining what you want your audience to do
3. Filling in the blanks in the Elevator Speech Framework

Each training session is customized based on:

- Research on the client's work and background
- Materials sent by the client ahead of the session
- Our experience from prior work within the client's organization or industry

All training sessions are by video call, one-on-one, and confidential. They are conducted by Marc Fest, CEO and founder of EST. Your 60-minute training session includes:

- Applying the framework to concrete scenarios
- Roll-playing with immediate feedback
- Analysis of your core messages
- Workshopping new approaches
- Tips and tricks for optimizing Zoom

You will receive a follow-up email with important takeaways within three hours of completing your session. It includes:

- The recorded audio of your entire training session, including a machine transcript so you can easily revisit any part of your learning experience.
- A list of critical takeaways specific to you and your session
- A private download link for audio and video recorded during the session so you can easily retrace your learning process
- A link for permanent access to the latest version of the Elevator Speech Framework
- An invitation to submit another iteration of your narrative for feedback by email

The Elevator Speech Training Wallet Card

You will receive a laminated wallet card containing personalized pitching advice based on your session.

Organizations that enroll multiple staff members receive messaging recommendations based on the combined insights from all individual sessions. This includes advice on:

- Messaging regarding the organization's unique selling point
- Jargon-free articulation of the organization's mission
- Stories to best illustrate organizational differentiation within its industry

Enrolling a large cohort of training participants (for example, a foundation's grantee nonprofit partners) is easy. We provide a template for inviting a group with just one email containing information about the training and a signup link.

We also provide a project dashboard to clients that enroll large training groups to make it easy to track progress. The project dashboard contains information about who has scheduled and completed their session, and qualitative and quantitative feedback given by training participants.

For more information, please email us at info@est.io.

WHAT LEADERS ARE SAYING



"I thought I was a good quick pitch but Marc made me better."

Robert Hammond, Executive Director
The High Line

"I wish every community organizer in America could have this one hour training. We would go a long way toward changing this country."

Madeline Janis, Executive Director
Jobs to Move America

"If only all my one-hour meetings were so productive!"

Priya Jayachandran, CEO
National Housing Trust

"In a short hour I went from a decent pitch to a targeted, clear, well focused ask."

Joshua Ginsberg, President
Cary Institute of Ecosystem Studies

"I had no idea so much could be done in just one hour, total game-changing work!"

Heather Ferguson, Executive Director
Common Cause New Mexico

"This one hour session was more impactful for me than the hours, days, weeks that I have spent in other communications trainings."

Dan Nissenbaum, CEO
Low Income Investment Fund

"This was the best bang for the buck in training I can recall — from just a couple of hours, I gained lots to act on both immediately and over the long term."

Stephen Burrington, Executive Director Groundwork USA

"This is seriously one of the best trainings I have ever received."

Marielena Hincapie, Executive Director
National Immigration Law Center

"Every leader of a non-profit should take this training as it will dramatically improve their ability to talk about their organization."

Eric Cohen, Executive Director
Immigrant Legal Resource Center

"Anyone could benefit from this training opportunity."

Bob McFalls, Executive Director Florida Philanthropic Network

"Elevator Speech Training is truly exceptional."

Anne Evens, CEO Elevate Energy

"I highly recommend this training."

Jojo Annobil, Executive Director Immigrant Justice Corps

"By the end of the hour, I felt prepared to create a more compelling upcoming presentation to a potential big funder."

Megan Fluke, Executive Director
Green Foothills

"Marc's insights are exceptionally productive in a very short amount of time."

Kevin Cadette, Executive Director
Black Angels Miami

"Marc's training was like hitting a re-start button on our usual framing."

Gladys Limon, Executive Director
California Environmental Justice Alliance (CEJA)

"The early results have been amazing."

Kathleen Rogers, President Earth Day Network

"This one hour training helped me get out of my own way."

Munro Richardson, Executive Director
Read Charlotte

"Marc's training was very helpful in my continuing to improve and shape ways to present short effective messages about the Environmental Law & Policy Center's strengths."

Howard Learner, Executive Director Environmental Law & Policy Center

"Marc is an exceptional coach who knows exactly what he is doing."

Ryan Myers-Johnson, Executive Director, Sidewalk Detroit

More: www.est.io/testimonials

ABOUT MARC FEST

Founder, Elevator Speech Training



ELEVATOR SPEECH
— TRAINING —

Frameworks that make it simpler and faster to get better at something have been an obsession for Marc Fest since his teenage years when he devised mental tricks to memorize Latin verbs and math equations. As an adult, he developed the Elevator Speech Framework to help people attract support and funding for projects and organizations. He is also behind MessageHouse.org, a site offering a free communications toolkit used by companies, NGOs, and governments worldwide to develop key messages and increase messaging discipline.

Before becoming a communications coach, Marc was vice president of communications for the John S. and James L. Knight Foundation, a nonprofit funder focused on media innovation. He served in the same capacity for the New World Symphony, an orchestral academy for gifted graduates of music conservatories.

Marc struggled with a speech impediment when he was a child, so helping others communicate better today bears a special significance. He lives at a remote farm in the Everglades. When he is not coaching clients, he enjoys hanging out with his Belgian Shepherd dog Zeus and an assortment of alligators, blue herons, and raccoons.



Marc Fest

Non-profit rate / training session

\$450/ (1-19 sessions)

\$400 / (20 or more)

For-profit rate / training session

\$800 / (1-19 sessions)

\$700 / (20 or more)

Expedited scheduling

Our current availability can be viewed at www.est.io/avail. If your situation is urgent, please contact us at www.est.io/contact regarding expedited appointments.

Each engagement includes:

- 1) Research to personalize the training
- 2) A one-hour training session
- 3) Follow-up such as email feedback on a script

We recommend to offer participants the option of a second one-hour session to solidify the outcome of the initial session.

Training Cancellation / No-Show Policy:

We understand that there are times when a training appointment must be re-scheduled due to work or family obligations. We kindly ask that trainees do so at least 24 hours in advance. Appointments are in high demand and this will give another person a training opportunity. Same-day cancellations and no-shows incur a \$100 fee (exceptions apply in case of emergencies).

PURCHASE TERMS

Training packages have to be pre-purchased. Purchased sessions remain redeemable for two years.

Questions? Please email contact@est.io or call (305) 604-9500