



Developing Your Personal Story Elevator Message Using the 27-9-3 Rule

Created by some Vermont lawmakers years ago, the 27-9-3 rule requires you to make your persuasive point in no more than **27 words** within a time frame no longer than **nine seconds** with no more than **three points** discussed. These limitations help us focus on understanding how to connect to our listener and be compelling in a short amount of time. This message is not the place to share your whole story – just enough to hook the listener in wanting to hear more.

Before crafting your message, consider and answer the 4 questions below.

1. Who is the **audience** for this particular message?
2. What do you want your audience to **think** or **understand** as a result of hearing your story?
3. How do you want them to **feel** about what you have said?
4. What do you want your listener to **do** after they hear your message?

Write your 27-9-3 message on the reverse side. Practice saying it out loud to someone and invite their feedback. Your statement may *sound* very different than it reads and most of our messages will be spoken, so we want to make sure that our message rolls off our tongue easily; is not full of jargon; and that it actually sounds like something you would say out loud to another human being in person or leave on a voicemail! Revise your statement based on the feedback you receive. Remember the goal is to capture attention and curiosity!

*This document may not be reproduced, distributed, or modified, in whole or in part, without written permission.
Copyright © 2013 by Lori Fresina and Diane Pickles.*