

ELEVATOR PITCH GUIDE

THE 30 SECONDS THAT COULD CHANGE YOUR LIFE!

You never know who you are going to meet and when. When you have the opportunity to meet someone, or even stand next to someone of importance who can get you to where you want to go in your career, you need to be prepared. Follow this guide to help you with your elevator pitch so you are ready to discuss who you are and where you want to go with confidence.

WHAT IS AN ELEVATOR PITCH?

- A statement that explains who you are and what you do or what you are studying as well as where you are hoping to go.
- The end goal of this statement is to make a connection with someone else that can help you launch into your next career or educational goal.
- This conversation does not just happen in an elevator. It could be at a bus stop, in the line at a coffee shop, at a job fair or networking event.

HOW LONG SHOULD IT BE?

- Depending on the environment you are in, an elevator pitch is around **30 seconds**.

WHAT SHOULD I INCLUDE?

- **Match your resume and LinkedIn.** What does your objective or "about" section in your resume and LinkedIn profile say about who you are and what you want to do?
- This is NOT a story about your life. To start, say something about **where you are in your current role**. This could be where you are a student at and what you are studying, where you are interning at, or where you currently work.
- Include what **strengths** you have earned through this role and your specific interests in what you currently do. What is your **reason** for why you are studying what you are, or working where you are?
- To wrap up, state **what you hope to do in the future**.
- **This is a conversation.** End it with a question or an action item for the other person to respond to. This means you will have to ask yourself what your end goal is when you are stating your pitch to someone. The end goal may change depending on who you are talking with. Make sure you have different versions of your pitch in your mind.

SAMPLE:

- **JOB FAIR SAMPLE:** My name is Sam Sample. I am a junior Psychology major at Bethel University. After interning for a year at ARC Homes, I have discovered I am passionate about researching mental health and it's impacts on daily life in youth. I am looking for opportunities in a non-profit research program where I can use my knowledge and background in mental health to aid in funding for better resources. I am interested in your organization and would love to learn more about how I could be a research assistant.

PRACTICE:

- Write your pitch down.
- Practice saying it out loud in the mirror. Try out different versions to hear what one sounds the best.
- Say it in front of family and friends or schedule a meeting with a Career Specialist to make sure your pitch is effective and efficient.