



Elevator Pitch Guide

What Is An Elevator Pitch?

- A 30 second speech in which you are providing an overview of your skills and qualifications and how you can use them to benefit the employer or person you are talking to
- Your ultimate goal with this pitch is to establish a connection with someone who can help you reach your career or educational goals
- You can use this speech to talk with recruiters at a job fair or networking event, to answer “tell me about yourself” during an interview, and to connect with someone in line at the coffee shop or riding an elevator

Where Do I Start?

When you use the internship/job description to create your Elevator Pitch you will communicate the value you can add to the company right away and help the recruiter to envision you working in that opportunity. Review the description for the following components:

- The responsibilities** - Try to determine what the person in this position would spend most of their time on and/or what problem the person in this position would be helping to solve
- The requirements** - What traits are listed towards the top or are designated as minimum/required qualifications? These are likely the most important traits they are seeking in the candidate they want to hire
- Repeated words or phrases** - Identify which words and phrases are used multiple times. Again, this will likely indicate these are the most important traits they are seeking in the candidate they want to hire

How Do I Develop This?

- Determine your goal** - Are you going to be connecting with a recruiter at a hiring fair for a specific internship or job opportunity? Or, are you writing a personal statement to gain entrance to grad school? How you answer will determine what you need to include in the rest of the speech
- Briefly outline your current situation** - If you are still in school talk about where you are attending and what your major is. If you are working talk about your current role and why you are seeking to make a change

- Share your skills** - Relate your skills to what you have already determined the company is looking for in the candidate they seek to hire. Focus on how you can help them carry their mission/vision forwards or solve a problem for them
- End Strong** - Aim to conclude your pitch with a question or action item for the other person to respond to

What Should I Not Do?

- Speak too quickly** - You only have a short time to deliver your speech but rushing through it will cause the listener to miss what you are trying to communicate
- Talk for too long** - You don't want your pitch to come across to the listener as unfocused or unclear. You also want to give them time to respond to your question at the end.
- Lack energy** - Avoid speaking in a monotone voice and frowning as this will affect your confidence. Put a smile on your face and use your tone of voice to communicate enthusiasm.
- Only develop one pitch** - Your speech will be more effective if it is tailored to who your audience will be. Know that it is ok to have more than one pitch.

Sample:

My name is Samantha Sample and I am a Senior Business major with a concentration in Marketing. I have reviewed a variety of positions with your company and have seen you are looking for someone who has content creation and teamwork skills. I recently completed a project where I worked with a company to improve conversion rates on their website by 6%. Can you tell me how your company works to improve conversion rates?

Write One Yourself:
