

PLANNING YOUR ELEVATOR PITCH

An elevator pitch is a quick summary of yourself – roughly 30-60 seconds long or about 75 words.

- It is used to share your professional strengths and skills while demonstrating your communication skills and professional aptitude.
- It can be used in many situations, such as networking events, interviews, career fairs, and even spontaneous encounters.
- Include a written version of your elevator pitch in your online profiles to “introduce” yourself to employers virtually.
- It is a good framework as you to plan your answer to the popular interview question “tell me about yourself.”
- The elements of your elevator pitch can also be used to outline an application cover letter or professional summary.

WHO AM I?	WHAT DO I DO?		WHAT DO I WANT?	ENGAGEMENT
My Name	My top skills (i.e., design, keen analysis, problem solver)	Things I have done (i.e., campus writer, social media intern, camp volunteer)	What is my outcome goal? (i.e., an internship, a job interview, networking)	What do I want the other person to do? (i.e. meet with you, pass your name on)
My Position (i.e., journalism student, lab assistant, intern)	What makes me unique/valuable? (i.e., good attention to detail, work well in teams, enthusiastic)	Place(s) I have done “work” (i.e., work study tutor at MC, intern Peoples Bank)	Clarify my target: describe the job or opportunity I am pursuing	What can I say or ask that could lead to that outcome? (i.e., confirm fully answered an interview question)
WRITE 1-2 SENTENCES TO SUMMARIZE EACH SECTION				
(i.e., Hi. I'm _____, a journalism student at Marietta College.)	(i.e., Working at the campus TV station as a writer, a producer, and now as the station manager, I've developed professional level skills in identifying and delivering newsworthy content. My greatest strength in the newsroom is my attention to detail, but my passion is in creating and directing an effective news team.)		(i.e., I want to learn more about how other teams work, so I am searching for an internship within a professional team-based setting.)	(i.e., Can you describe what internships your organization offers?)
PUT IT IN ONE PARAGRAPH				

Read it out loud and time it. If it is more than 60 seconds, edit it to be shorter.

DELIVERING YOUR ELEVATOR PITCH

GET READY:



Prepare your keys points and write them down (you may use the organizer on the other side of this sheet)



Read what you've written out loud and **TIME IT**. If it takes longer than 60 seconds, **CUT IT!**



Practice it until you are comfortable with the content and can talk about it without notes – don't memorize it, **KNOW** it!

GET SET:

Practice some more:

- ➡ in front of friends who give you honest feedback
- ➡ in front of a mirror or video camera so you can give yourself honest feedback

GO! DELIVER YOUR PITCH:

- **Know your audience!** Be prepared to adapt your delivery to the audience, the situation, and your specific goal (i.e. internship or job interview). You don't need to change your general pitch, just make it more relevant to the person to whom you are talking.
- **Start with a greeting.** Remember, this is a conversation not a recitation of your skills. Say something to break the ice, like "Hello, I'm glad to meet you."
- **Smile and let your passion show through!** Make eye contact—nonverbal communication enhances your message.
- **Speak clearly and conversationally.**
- **Be confident!** This is a topic you know very well -- yourself.
- **Follow where the encounter leads.** If the person you are speaking with continues the conversation, follow along. If they do not...
- **End with a concise farewell.** Showing appreciation is a good addition. (i.e. Thank you for your time. I will send in my resume, as you requested.)