

# ELEVATOR PITCH



LEARN HOW TO INTRODUCE YOURSELF



Whether you are looking to sell yourself as a potential employee, sell a product or service, or collect information about a career, everyone needs an Elevator Pitch. The term, Elevator Pitch, is jargon for a one minute explanation of who you are and typically takes the length of a ride up an elevator; 60 seconds . It allows others to quickly zero in on the value you bring and understand your focus so they can help you reach your goal. A pitch like this should cover: who you are, what you do and why, what your goal is and how you plan to reach it.

## GUIDELINES

To be successful in creating an affective Pitch, you must know yourself and the audience. You must always be able to **DESCRIBE** these things, based on the situation in which you are in:

- **WHO** you are
- **WHAT** you have to offer
- **WHY** you are **UNIQUE**
- Have a **GOAL** in mind and be able to verbalize it: Know **HOW** you plan to reach that goal/or **ASK** for ideas & advice that can help you

### WHO you are

- This would be your greeting
- Include your name and/or title, or current position
- Include your educational background: Degree/s you have, Degree/s you are pursuing, Certifications or licenses you have

EXAMPLE: "Hi, I am Jane Smith and I'm a senior at Western Connecticut State University majoring in accounting, with a concentration in legal studies. Eventually, I hope to acquire my CPA license and work for a large corporation."

### WHAT you have to offer

- Be able to discuss your expertise and how it can benefit an employer.
- What are some skills you have that will benefit the company?
- What expertise do you have that you know they are looking for?

EXAMPLE: "Last summer I completed an internship with ABC Accounting Firm and I am hoping to find a second internship or my final semester. I hope to be able to learn more about contracts and legal procedures regarding corporate business."

### WHY you are UNIQUE

- Experience or skills
  - Special projects you've completed or are currently working on
  - Talk about the skills you have that are expected in the industry in which you seek to work
- Awards or accomplishments that may set you apart from others your age, or in the same major

EXAMPLE: "I've maintained a GPA of 3.8 while attending school full-time and working a part-time job and I feel my organizational and time management skills could benefit an employer. Also, I am currently the vice president of the Accounting Club so I am used to working with people and my communication skills are strong."

### Have a GOAL in mind.

- What is your future goal?
- Request/Closing, What would you like to see happen next
- This is where you ask for the help with your next step (ideas & advice)

EX: "I feel that this has helped me with my communication skills and I am hoping you might have an internship available at your firm, or know of anyone who may be looking for someone with my background. Here is my business card."

You are the expert on the "brand" called YOU! Having a basic understanding of who you are, and what you are all about, is the key to creating a powerful pitch. Remember, no one knows what you can do for THEM. It is your job to market yourself in a way that gets your message across precisely and professionally. Your pitch will vary depending on your experience and networking situation and practice makes perfect.

## PUTTING IT ALL TOGETHER

Analyze your audience and become familiar with the skills, experience, education, work style, etc., you would be expected to have based on the type of field you desire to work. Also, understand what the job entails and the company's obstacles. By understanding these things, you can determine how your skills relate to the needs and the requirements of the company and the position and position yourself to create a Pitch that the listener will care about.

Who

Describe **who** you are...

*"Hi, I'm Karen Smith (offer a strong handshake), a senior at Western Connecticut State University majoring in marketing."*

What

Describe **what** you have to offer...

*"Last summer I completed an internship and I am hoping to find a second internship for my final semester. I hope to be able to learn more about contracts and legal procedures regarding corporate business."*

Why

Describe **why** you are unique...

*"I've maintained a GPA of 3.8 while attending school full-time and working a part-time job. Because of that, I feel my organizational and time management skills could benefit an employer."*

GOAL

Have a **goal** in mind...

*"I am hoping you might have an internship available at your firm, or know of anyone who may be looking for someone with my background. Would you happen to have any ideas or advice for someone like me? Here is my business card."*

PUT IT ALL TOGETHER

Use this space to combine all of your answers and create your **final pitch**...

You never know when you will come in contact with a person who can help make a difference in your career. By fine-tuning your pitch with this template, you can put the pieces together and formulate an intelligent, informative Elevator Pitch that will convey your professionalism and desire to succeed. Think about a "WOW Factor" that can help you stand -out from the crowd and use that to catch the listener's attention. Start by writing your answers for each question in the boxes provided, then combine all of your answers in the final space below.