

Crafting Your Elevator Pitch: Quick Tips

The **elevator pitch** is your 30-60 second professional introduction that explains who you are, what you have done, and what goal you want to achieve. You may use an elevator pitch when connecting with employers at career fairs or networking events, or introducing yourself to alumni. A prepared elevator pitch is helpful to start the conversation and communicate your personal brand.

Reflection Questions to Consider

- What makes you unique?
- What are your top skills?
- What can you offer the organization?
- What are you seeking?

Elements of an Elevator Pitch

- **Introduction.** Let the other person know who you are and that you appreciate the chance to talk. This may include your name, relevant titles, and educational background.
- **Highlight yourself.** Summarize your experience and what your interests are.
- **Showcase relevant skills.** Explain what skills you have to offer. Connect these skills to the employer and their needs.
- **Call to action.** Wrap up your pitch by tying it back to your "why" and including a clear next step such as asking if the employer is hiring, requesting an informational interview, or obtaining a business card.

Additional Tips

- Keep it **concise and clear**.
- **Tailor your pitch** to your audience and goal.
- **Practice and refine** by seeking feedback or recording yourself.
- Be **confident and positive** as the personality that you show will be remembered.

Elevator Pitch Simple Template

"I am currently a [student or recent grad] focused on [area]. Recently, I have been building experience through [coursework, internship, project, job], where I developed [key skills]. What excites me about your organization is [reason], because I am looking to continue growing in [skill or field]. Could we schedule a meeting next week so I can ask you a few questions about the company?"

Quick Formula

Who I am ➡ What I'm doing/studying ➡ What interests me and what I do well ➡ What I'm looking for