

# ELEVATOR PITCH CONTENT

## 1 Start with who you are and what you do

- Start by introducing yourself
  - Give your full name
  - Smile
  - Extend your hand for a handshake
  - Add a pleasantry like "It's nice to meet you"

## 2 Provide a summary of what you do and feature your strengths

- Give a brief summary of your background
  - Include the most relevant information like your education, work experience and/or any key specialties or strengths
    - Consider the most important highlights on your resume
    - Try to focus on qualifications and skills that add value in many situations

## 3 State your goal

- State specifically what you are looking for
  - The “ask” of your pitch could be consideration for a job opportunity, internship, or simply to get contact information
- This is a good opportunity to explain the value you’ll bring, why you’re a good fit for a job, or generally what your audience has to gain from your interaction
  - Focus on what you have to offer during this section of the pitch

## 4 Include a call to action

- End your elevator pitch by asking for what you want to happen next
  - Begin with the goal of gaining a new insight or next steps
    - Examples can include asking for a meeting, expressing interest in a job, confirming you’ve fully answered an interview question, or asking someone to be your mentor
  - Asking for what you want can be intimidating, but it’s important you give the conversation an action item instead letting it come to a dead end
    - Remember: you just met this person, so make the ask simple with little required on their part
- If they agree to your request, be sure to thank them for their time and get their contact information
- End the conversation with a concise and action-oriented farewell, such as, “Thank you for your time, I’ll send you a follow-up email tonight. Have a great day!”
- If they don’t agree to your request, gracefully end the conversation with a polite, “I understand, thank you for your time! If it’s all right, I’ll send you a follow-up email and see if there’s a better time for us to connect.”

# ELEVATOR PITCH TIPS/REMINDERS

## 1 Keep it brief

- Try to keep the pitch to about 30 - 60 seconds or 75 words
- You don't need to include your entire work history and career objectives, just a short recap of who you are and what you do.

## 2 Avoid niche words and phrases

- Try to avoid using acronyms, technical terms or industry-specific words and phrases that could confuse or alienate your audience
- Try replacing with general, easy to understand language
  - Asking friends or family for feedback can be useful for this

## 3 Avoid rambling

- Try not to have unfocused or unclear sentences in your pitch, or get off-track
- Give the person you're talking to an opportunity to interject or respond.

## 4 Take your time

- Try to avoid speaking too fast to help you deliver optimal information in a clear, digestible way
- Try not to rush through it or add in too much information

## 5 Make it conversational

- Avoid sounding rehearsed in delivery
- A good way to keep the pitch conversational is to memorize a general outline or key points of your speech and adapt your pitch for each person you give it to
  - For example, if you're talking to someone you've just met, keep the conversation general, focused on your background and possibly state if you're seeking new opportunities
    - If you're talking to someone you want to work with, refer to their open position or company and how specifically you can provide value

# ELEVATOR PITCH TIPS/REMINDERS

## 6 Practice

- Practice your pitch until you have it memorized and the speed and pitch of your voice come naturally, without sounding robotic
  - The more you practice, the easier it will be to deliver it when you're at a career networking event or job interview
- Tip: try saying your speech out loud to a friend, or recording it
  - this will help you know whether you're staying within the time limit and providing a coherent message

## 7 Express confidence

- Keep your chest high, shoulders back, and smile when meeting someone and delivering your pitch
- Use a strong speaking voice to show confidence in your experience and what you want in the future
  - If you're nervous, try mentally reversing roles: If you were the person being pitched to, you'd likely be happy to listen and help the inquirer as best you could
- If it's not the right time or the person you're speaking to doesn't seem receptive, gracefully draw back
  - If you've asked for an in-person meeting and they've said no, you can ask if they'd prefer email or a phone call
  - If you get the sense at any point that the conversation is an inconvenience, use this opportunity to negotiate for a lesser ask
- Leave the conversation with empathy for your audience

## 8 Be persuasive and memorable

- Your elevator pitch should be compelling enough to spark the listener's interest in your idea or background and also make them remember you

## 9 Share contact information

- If you have a business card, offer it at the end of the conversation as a way to continue the dialog
- If you don't, you could offer to use your smartphone to share your contact information or just write it down
- If you're at a job fair or a professional networking event, providing a copy of your resume will also demonstrate your enthusiasm and preparedness

# ELEVATOR PITCH EXAMPLES

## Context: Seeking a job opportunity

- “Hi, my name is Sara. It’s so nice to meet you! I’m a PR manager, specializing in overseeing successful initiative launches from beginning to end. Along with my 7 years of professional experience, I recently received my MBA with a focus on consumer trust and retention. I find the work your PR team does to be innovating and refreshing—I’d love the opportunity to put my expertise to work for your company. Would you mind if I set up a quick call next week for us to talk about any upcoming opportunities on your team?”

## Context: In an interview

- “Hi, my name is Mark. Thanks so much for sitting down with me today. After graduating with my Bachelor’s degree in Business Administration, I’ve spent the last three years building professional experience as an Executive Assistant. I’ve successfully managed end-to-end event coordination and have generated a strong professional network for my colleagues. I was excited to learn about this opportunity in the sports management space—I’ve always been passionate about the way sports brings cultures together, and would love the opportunity to bring my project management and leadership abilities to this position.”

## Context: Seeking a mentor

- “Hi, I’m Molly, so nice to meet you! I’m a Graphic Designer at ABC Inc., where I’m passionate about creating beautiful, intuitive designs for a variety of marketing collateral for our top-tier clients. Before that, I got my Masters in Graphic Design. I’m looking for experiences to learn more about career paths and ways to grow into assuming an Art Director role in the next few years. Your work with XYZ brand has inspired the ways I think about design—I would love to talk more about a potential mentorship with you if that’s something you have time for and would be interested in.”

## Context: Adding a contact

- “Hello! My name is Anwar, it’s a pleasure to meet you. I have a background in Business Analytics with just over 10 years experience creating data-driven solutions for various business problems. Specifically, I love and have had great success in the strategic evaluation of data analysis with our executive staff. It sounds like you do similar work—I would love to keep in touch to learn more about what you and your company do.”

## Context: Seeking a job opportunity

- “Hi, I’m Tom. I’ve spent the last eight years learning and growing in my role as Media Planner, where I’ve developed and optimized strategic media plans for our top client and managed a subset of planners as a Team Lead. One of my proudest achievements was a pro-bono project that was recognized as a top non-profit campaign last year. I’ve been interested in moving to non-profit for quite a while, and love what your company does in education. Would you mind telling me about any media planning needs you may have on the team?”