

## DEVELOPING YOUR ELEVATOR PITCH

### WHAT IS AN ELEVATOR PITCH?

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- It is an **INTRODUCTION**: Introduce yourself in a professional manner while networking.
- It is a **BRAND**: Your brand depicts who you are now and who you are trying to become with reference to your field of study. Pitch your brand concisely and communicate unique and relevant attributes about yourself that the person speaking to you will remember.
- It is a **TOOL**: Use it to create meaningful connections with professionals already working in the field of your focus, for future employment or internship opportunities.
- It is an **IMPRESSION**: Appear confident and create a positive first impression when you introduce yourself with a well-constructed and practiced pitch. It isn't often in the world of networking that we get a second chance to make a first impression, so make it count.

### WHY SHOULD YOU DEVELOP AN ELEVATOR PITCH?

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- It can help ease anxiety about what to say while you are networking.
- It can help you make a powerful and lasting first impression, setting you up for the possibility of future communication within a network.
- It can help launch you into alignment with the right people. Even if you pitch yourself to someone outside of your target network, that person may know someone they can connect you to. Connections can be found anywhere, so it is important to know your pitch and be prepared to give it at any time.

### WHEN SHOULD YOU USE YOUR ELEVATOR PITCH?

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- At professional or social gatherings: You never know whom you are going to meet or how they might be able to help you achieve your goals.
- During an interview: Your pitch can help you answer questions during your interview, painting a clear picture of who you are as a professional. "Tells us a little bit about yourself," is a common icebreaker during an interview. This is a perfect time to use your pitch!
- In a cover letter: Your pitch can help you highlight your background and applicable skills, while also giving the reader a sense of who you are and why you might be the best for the position. Remember, this is your brand, and a cover letter is an opportunity to market your brand.

### WHAT SHOULD YOU KEEP IN MIND WHILE WRITING YOUR PITCH?

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- State what you are currently doing, as well as the position you are seeking.
- Use concise and clear language that is not overly-detailed.
- Emphasize your strengths and link them to the needs of your audience.
- Sell your career-related abilities and experiences.
- Use descriptive statements or specific examples of your acquired skills and abilities.
- Be upbeat and positive.

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## EXAMPLE SCRIPT

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### GREETING:

Hello, my name is \_\_\_\_\_.  
I am a student at \_\_\_\_\_ studying \_\_\_\_\_.

### INTEREST/PASSION:

I am interested in working in the field of \_\_\_\_\_. I find \_\_\_\_\_ to be \_\_\_\_\_.

### STRENGTHS:

I truly excel at \_\_\_\_\_ and \_\_\_\_\_, which I learned while \_\_\_\_\_.

### RELEVANT EXPERIENCE:

Recently, I worked/volunteered/led/organized a \_\_\_\_\_ and was able to \_\_\_\_\_.

### GOAL:

I am looking to gain further experience in \_\_\_\_\_ by/through \_\_\_\_\_.

### QUESTION:

I noticed you work with/know/are working in the field of \_\_\_\_\_; do you have any advice that might help me \_\_\_\_\_ in the future? **OR** I reviewed your website and noticed your organization has \_\_\_\_\_, which I am very interested in. Can you share a little bit more about \_\_\_\_\_ with me?