

ELEVATOR PITCH



An **ELEVATOR PITCH** is a 30-90 second summary of who you are, what you are looking to do, and why you are the right candidate for the job.

HELPFUL HINTS

WHY IS AN ELEVATOR PITCH IMPORTANT?

Having a prepared elevator pitch ensures that you can make the most of every networking opportunity, both large and small. It also helps you prepare to answer interview questions, like: Tell me about yourself? What are your career goals? Why are you a good fit for this position?

DEVELOPMENT

Even though it's only 30-90 seconds long, it's important to spend a lot of time reflecting and refining your elevator pitch so that you capture everything that you need to say in that short period of time.

WHEN WOULD YOU USE AN ELEVATOR PITCH?

Whenever! An elevator pitch can be used in casual conversation with family and friends, in a networking setting with alumni or professions, or in a formal interview for a job or internship.

WHO ARE YOU?

Introduce yourself and think about who you are in the context of what you want to do professionally.

WHAT MAKES YOU UNIQUE? WHAT SKILLS DO YOU BRING TO THE TABLE?

What value will you add to the organization? Think about your past experience and education to identify your unique skills and perspectives.

WHAT IS YOUR JOB TARGET? WHAT ARE YOU LOOKING TO DO?

Depending on how open you are, you might want to alter your target based on your audience.

WHY ARE YOU INTERESTED IN THIS FIELD/INDUSTRY/COMPANY/TYPE OF WORK?

What makes this work stand out from others?

WHY ARE YOU THE BEST FIT FOR THE JOB?

Sell yourself!

PUTTING IT ALL TOGETHER

Now that you've brainstormed each element of the Elevator Pitch, it's time to put it all together into one concise, memorable story.

TIPS:

- Synthesize each section above into one sentence, then edit them into a story.
- Keep it simple—you have to be able to memorize this and recite it at a moment's notice.
- Engage the listener to continue the conversation.
- Diversify—prepare a few different versions for different target populations



Want to refine your Elevator Pitch or have questions?

Schedule an appointment with a Career Counselor in Handshake. (holycross.joinhandshake.com)