



CREATING YOUR ELEVATOR PITCH IN 4 EASY STEPS

An elevator pitch is a 30-second easy and memorable description to a stranger/new contact/networking connection of who you are and/or what you sell.

IMPORTANT: The goal of these 30 seconds is to earn a second conversation NOT to land a job.

CREATE YOUR INTRODUCTION ANSWERING THE QUESTION WHO ARE YOU AND WHAT YOU DO.

① START WITH THE FOLLOWING STATEMENT:

I am a (YOUR POSITION TITLE) with (NUMBER OF) years of experience in (INDUSTRY/INDUSTRIES).

② BUILD ON YOUR INTRODUCTION STATEMENT BY ADDING:

I have special expertise in (NAME 3 SKILLS OR STRENGTHS).

③ HIGHLIGHT WHAT YOU ARE MOST PROUD OF IN OR WHAT YOU ENJOY

I am most proud of/enjoy (FIRST THING), (SECOND THING), and (THIRD THING).

④ WRAP IT UP ON A HIGH NOTE LOOKING TOWARD THE FUTURE – A CALL TO ACTION

A) I am looking forward to ...

B) I am looking for...

C) I am exploring opportunities in... (DESIRED ROLE, TYPE OF POSITION/INDUSTRY) so I can (PROBLEM YOU SOLVE, HOW YOU CONTRIBUTE VALUE, OR WHAT SOLUTION YOUR PRODUCT PROVIDES).

#4 is the one that can easily get overlooked, but it is the most important because you are requesting what you want. Don't assume anyone knows what you want or how to help you. Tell them.

**TIPS: Keep it brief. Keep it upbeat. Speak slowly. Express confidence and remember to smile!
Avoid niche words and industry phrases or acronyms that may be confusing to your audience.
Practice, Practice, Practice until it feels natural and un-practiced!**