



ELEVATOR PITCH

An elevator speech is a short description of an idea, product or company that explains, sells, promotes or markets you as an individual in 30 seconds or less in a way such that any listener can understand it in a short period of time. It is often used at job fairs or other networking events to open up conversation. Create your pitch about your skills to sell to a future employer, but no need to write one out and memorize. It sounds better if you naturally talk about yourself, so make a few bullet points for reference.

Start: Who are you?

Introductory sentence (name, year, major)

Adjectives to describe yourself and your basic credentials and brief statement about you.

Example- "Hi my name is Cindy Bulls, I am a third year at the University of South Florida majoring in Early Childhood. I consider myself to be an extrovert as well as passionate for the goals I have, such as helping children of the community through teaching and education."

Skills: What you can do/have done?

Explain how the employer can benefit from you. Describe your past work experiences related to your career goal.

Example: "I have learned how to adapt and be patient through my experience at Bubbles Daycare. With having to care for groups of about 8 kids, you quickly adapt to each of the child's needs and wants. I learned this by actively participating in daily activities with the children which allowed me to gain patience as one of my top skills."

Interests: Why do you want to network?

Make sure the employer understands why you are interested in their company. Think about the WIIFM. Both parties in a conversation want to answer the question, What's in it for me?

Example- "I noticed that your company takes part in philanthropies, giving back and creating ways to participate within the community is so important to me which is why your company really grasped my attention."

End: With a Question

End with a question for them to prompt conversation.

Example- "Can you tell me about your assessment practices that keep your employees excited to work for the organization?"