

What is an Elevator Pitch?

An elevator pitch is a **clear, concise**, and **targeted** form of communication. It describes who you are, and what you are looking to do. It's a great way to gain confidence in **introducing yourself** to hiring managers and company representatives at networking events, mixers, and job/career fairs, and can also be used during interviews when asked "Tell me/us about yourself."

Build Your Elevator Pitch

1. **Hi + Your Name + Where You Are From + What You Do:** This is a simple hello. No need to say every place you've lived or every member of your family. The basics will work here. Give them context for your life. *Example: "Hello, my name is Jane Smith. I'm from Arizona and am completing a communications degree from Fresno Pacific University to become a journalist."*
2. **Your Experience:** Share how long you have been doing what you're doing. Now is a good time to elevate yourself a bit. *Example: "I started writing short stories 10 years ago and am excited to see my interests turn into a calling and future career."*
3. **Here Is How I Help People & Why I Love It:** Be yourself! Write something that you have done in any role that solves a problem and WHY you are good at it, OR share about your passions. *Example: "I am passionate about sharing others' stories to inform, bring encouragement, and foster hope."*
4. **Here Is Something About Me That Is Deep & True:** This is a part of your story. Be honest here to build bridges in the room. *Example: "My parents were refugees and came to America as children. As a first-generation student, I feel compelled to share their stories and the stories of those like them."*
5. **Something Light & Welcoming That Creates Connection:** Fun! Levity! Laughter! Think pets, vacations, niches. This will build connection and will work wonders for post-interview small talk. *Example: "One fun fact about me is that I have traveled to 10 different countries and plan on visiting more."*
6. **Express Gratitude & Enthusiasm For The Company/Person:** This part is about them. Make the company you're interviewing with or the person you're meeting feel special and give a solid example of why you think they are great. *Example: "I am grateful for the opportunity to meet you and love how your company seeks to share the stories of those who have made great impact in the Central Valley."*

"Hello, my name is Jane Smith. I'm from Arizona and am completing a communications degree from Fresno Pacific University to become a journalist. I started writing short stories 10 years ago and am excited to see my interests turn into a calling and future career. I am passionate about sharing others' stories to inform, bring encouragement, and foster hope. My parents were refugees and came to America as children. As a first-generation student, I feel compelled to share their stories and the stories of those like them. One fun fact about me is that I have traveled to 10 different countries and plan on visiting more. I am grateful for the opportunity to meet you and love how your company seeks to share the stories of those who have made great impact in the Central Valley."

Elevator Pitch

Prepare a concise elevator pitch (no need to include all your work history), between **30-60 seconds**, about the time that it takes to ride in an elevator.

Your Personalized Elevator Pitch

Hello, my name is _____. I am from _____ and am completing a _____ degree at Fresno Pacific University to become a _____. I am interested in _____ (field/industry) because _____ (why you chose that major/career). I am passionate about _____.

_____ (share how you help people & why you love it).

_____ (share something about you that that is deep & true). _____ (share something light and welcoming that creates connection). _____

_____ (express gratitude & enthusiasm for the company/person).

Tips & Reminders

1. Create different versions for different situations.
2. Be short, direct, and concise (delivered between 30-60 seconds).
3. Believe in yourself and be confident.
4. Be enthusiastic and smile.
5. Cut the jargon (eliminate unnecessary words). Craft strong, short, and powerful sentences.
6. Memorize key points and practice.