FRESNO PACIFIC UNIVERSITY

Elevator Pitch

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."*

559-453-2073
career.services@fresno.edu
fpu.edu/callingcareercenter

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**6 Elevator Pitch Prompts from Katie Quesada*

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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.

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