

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."

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.

Build Your Elevator Pitch

THE BASICS

1. Create different versions for different situations.
2. Keep it conversational and natural.
3. Short, direct, and concise (delivered between 30-60 seconds).
4. Use everyday language.

TIPS

5. Share what makes you unique.
6. Believe in yourself and be confident.
7. Be enthusiastic and smile.
8. Allow others to talk.

Hello, my name is _____ and I am completing a _____ degree in _____ at Fresno Pacific University with a minor in _____. I am interested in a career in (position as a) _____ in the _____ field (industry). I have been involved (during college) in _____ and developed skills in _____. I have also had an internship position (employment) as a _____ with _____ and discovered that I really enjoy _____. Could you tell me more about _____?

FINE TUNE

- Write down all that comes to mind.
- Cut the jargon (eliminate unnecessary words). Make strong short and powerful sentences.
- Memorize key points and practice.
- Have you really answered the listeners key questions: What is in it for me?