

HOW TO CREATE AN ELEVATOR PITCH



What is an elevator pitch?

An elevator speech is a quick, personal selling statement. (The idea behind having an elevator speech is that you are prepared to share this information with anyone, at any time, even in an elevator.) At a career fair, you can use your speech to introduce yourself to employers. Recommended to keep at one minute.



To create an impressive pitch, know the answers to the following questions:

- What is your goal or objective?
- What do you offer? Identify the skills and accomplishments that make you stand out from other people in your industry.
- What do you do? Include information about your goal or objective as it relates to your target audience.
- What problems do you solve? Every job description stems from a company's problem or specific need. Make sure you know how your contributions will make a difference for the organizations you target.
- What results do you create? Think about your accomplishments in your current or past positions.



An example:

Hi, my name is _____ and I _____ (this can be your hook). I will be graduating from National Louis University with a degree in _____. I'm looking to _____. I've had many years of experience in the _____ industry. I work extremely well in a team environment and have been a team leader on several of my projects. I further developed my communications skills, which were extremely important in my past work experience, throughout my academic career. I am prepared to make a significant contribution in the next step in my career.

