

Greeting

- Introduce Yourself: Hello, I'm _____.
- Acknowledge Employer: I am pleased to meet you, Mr./Ms./Dr. _____ (repeat employer's name).

Educational Background

- Your year in school or anticipated graduation date.
- Your major, minor.
- Your GPA, if 3.0 or higher.

Experience and Skills

- Be brief! Only discuss most impressive or relevant.
- Paid or unpaid experience.
- Leadership positions, organizations.
- Skills, strengths, personal traits.

Purpose

- The kind of experience you're seeking (or specific position) and why.
- Why you're interested in the company.
- This is where you highlight your value proposition (what you offer/why you're the solution).

Request/Closing

- Don't leave the conversation hanging. Now is the time to convey your interest in continuing the dialog, make a specific request and/or thank the person for his/her time and consideration. For example, if you're in an interview and you're using the elevator pitch to respond to "so, tell me about yourself", you can easily wrap up the elevator pitch by saying, "...I appreciate the opportunity to talk with you further about how I will contribute to XYZ organization".

Tips for creating and conveying your elevator pitch:

- Tailor your pitch for each employer/position/opportunity.
- Practice. Don't memorize it. Your pitch should be natural and comfortable to you. This takes practice, edits and more practice. If you find yourself stumbling over the same statements, this is an indicator that additional tweaking is needed—perhaps just a small change in a word or two will make it feel more comfortable to you.
- Print it on a wallet-size card and carry it with you for ready access.
- Do focus on how you can benefit the employer and help him/her solve problems. Remember, the listener is mentally waiting for the answer to, "What's in it for me (or my company)?"
- Don't forget to include your competitive advantage or value proposition.
- Don't leave the conversation hanging. Convey your interest in continuing the dialog, make a specific request and/or thank the person for his/her time and consideration.