

Your Elevator Pitch in 60 Seconds or Less

What is an Elevator Pitch?

An “Elevator Pitch” is a concise, carefully planned, and well-practiced marketing message about your professional self that you can use as an introduction in the time it would take to ride up an elevator. It should contain a “hook” or “theme” and last no longer than 60 seconds. This introduction should resonate with your unique personality, interests, and skills. An effective elevator pitch should be followed by a request for a business card, a referral, or future meeting.

Why do you need an Elevator Pitch?

It helps get your foot in the door with potential employers whether on the phone, e-mail, in person at an event, or through an informal face-to-face chance encounter through a friend or relative. You will have a “ready-made” response to answer questions such as “Tell Me About Yourself” or “What are you hoping to do when you graduate?”

Common Mistakes by Recent College Grads:

- ✦ Lack of confidence in what you have to offer.
“I don’t have a lot of experience yet.”
- ✦ Lack of focus or goals.
“I have a lot of interests and don’t want to limit myself.”
- ✦ Inability to articulate the knowledge and skills gained from one’s academic major.
“I know my major has nothing to do with my interest in starting my own business, but…”

Tips for Delivering Elevator Pitch:

First, you should introduce or re-introduce yourself to the individual you wish to speak with. Provide a firm, professional hand shake to start the introduction. Provide your pitch and give a brief overview of your talents, education, skill set, and interest. Keep in mind:

- ✦ The pitch should be 30 seconds – 60 seconds in length
- ✦ Practice so that the delivery is natural, conversational, and effortless
- ✦ Show confidence and let your passion show through
- ✦ Look the person you’re speaking to in the eyes

Creating your Elevator Pitch:

Include your HARD SKILLS: Your academic, volunteer, internship and work experiences.

Example: *“I am fully bilingual in Spanish and working toward a UCSB degree in Latin and Iberian Studies with a focus on economic development issues for women in Central America. I have acquired intercultural and political insights into poverty issues within this region through a six month study abroad program in Mexico with a community service project in a local area after school program in a rural community with children ages 6 to 12.”*

Brainstorm:

Include your SOFT SKILLS: Describe who you are and how you operate.

Examples: *“I am especially known as an organizer and planner. As Toastmaster President, I was successful in training, delegating, and providing focused and productive meeting agendas.”* (or) *“My co-workers liked working with me given my sense of humor and flexibility under pressure. Despite difficult competing work demands, I was effective in completing tasks by prioritizing and communicating with others.”*

Brainstorm:

Develop an Elevator Pitch

Combine examples of hard and soft skills to demonstrate the following:

- ✦ Who you are
- ✦ The experiences and skills have you developed
- ✦ What you are looking for
- ✦ Why you are interested in or contacting the employer/company

Example: *“Hi, my name is Nancy Gaucho. I am currently a sophomore student attending UCSB majoring in economics. I have volunteered with the student credit union throughout my first and sophomore year at college where I was able to demonstrate my knowledge of finance and customer service skills. Last summer I completed an internship with The Museum of Modern Art where I became more familiar with the financial demands of the nonprofit sector. This summer, I’m hoping to find an internship in finance. I have always had an interest in art and I’m also finding that I have a knack for business. In the future, I wish to combine these two very different disciplines and find myself a career that includes them both.”*

Your Elevator Pitch:

