DEVELOPING YOUR 30 SECOND ELEVATOR SPEECH

What is it?

An “elevator speech” or “elevator pitch” is a popular term for the basic introduction of who you are and what you’re looking for—all in 30 seconds. It can be used in a variety of professional situations such as networking events, career fairs, and formal interviews. Your goal is to make a very strong first impression.

When you approach an employer, they will expect you to take the lead and introduce yourself. This is the time to deliver your pitch.

How to draft your pitch:

1. Who are you? Remember your primary goal is to simply introduce yourself. Share your name, class, major/concentrations.

2. What are your major accomplishments/ passions/ unique skills? Include relevant experience (work, internship, volunteer, activities). Highlight your skills and strengths.

3. What do you want/ Where are you going? Mention opportunities you are seeking: an internship/ full-time position? How can you immediately benefit the company?

Tailor your delivery to the circumstances of the moment: the goal is to maintain a conversational tone and not sound rehearsed. Think of the above elements as “short sounds bites“ that you can mix, match and cater to each unique interaction.

Write your pitch here:

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Finally, is your body language conveying the same message as your words? Consider your handshake, posture, eye contact, volume, tone, facial expression, and dress.

** Don’t forget to PRACTICE your pitch in the mirror, or with a friend, at least three times before you deliver it.