THE ELEVATOR PITCH

What is it?
Essentially, an elevator pitch is a short introduction used to explain who you are, what qualifications you have, and what type of opportunity you are looking for. The pitch is to last anywhere between 30 – 60 seconds as that is the amount of time you would have to introduce yourself to someone during an elevator ride.

Where would I use it?
Remember that you never know who you might be networking with and having an elevator speech can help you prepare for any unexpected situation. Elevator speeches can be helpful in the following scenarios:
- During an interview (especially when asked the dreaded question: “Tell me about yourself”)
- Dating
- Presentations
- Proposing new ideas
- Career/Job Fairs
- Networking Events
- Parties

What should it Sound Like?
While it is important that your elevator pitch is interesting enough to spark an actual conversation with the recruiter, remember to speak naturally. It will help to write out your prospective elevator speech before you deliver it (you may use the template on the back of this sheet), but keep in mind that writing is more formal than speaking. Once you’ve written your speech, read it aloud several times to decide what sounds too formal and make sure to change those sentences.

Things to Keep in Mind:
- Be confident and clear about what exactly you want
- Do not use too much industry jargon – the recruiter you are speaking with may not know many industry buzzwords.
- Adjust the pitch to whoever you are talking with. You would not use the same pitch with a potential employer and a potential date!
- Make eye contact, use a strong handshake, and remember to smile.
- End your pitch with a question to spark additional conversation. Examples are listed on the back of this page.

Examples
Someone looking to pursue a new job in their same field: Hello, my name is _____________. I am a marketing professional with three years of experience in the field working with Magic Marketers. I have spent the majority of my time implementing marketing strategies for automobiles, although I am interested in learning more about the fashion industry. I am extremely knowledgeable regarding various marketing strategies and increasing customer outreach. In fact, I would like to use these skills to create marketing campaigns for small fashion boutiques in the area. Are there opportunities within your organization for someone with my qualifications?

Someone looking to pursue a position in a new field: Hello, my name is _______________. I am a business administration major at Grand Rapids Community College. I am interested in office administration, primarily within the health sciences. I first became interested in this field last year, when I was a volunteer at Mary Free Bed while earning my degree at GRCC. When I graduate in April, I would like to work for a hospital or family doctor. Are you able to connect me with someone who might have opportunities that fit my interests?
Hello, my name is ____________________________________________

If you are a professional looking to remain in the same field of work, explain your profession and place of employment. If you are a student or recent graduate, explain your major and the university you attend:

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

If you are a professional looking to remain in the same field of work, explain your experience within that field. If you are looking to change fields, or are a student or recent graduate, explain what field you are interested in:

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

If you are a professional looking to remain in the same field of work, explain some of your special skills within that field. If you are looking to change fields, or are a student or recent graduate, explain what first interested you about your targeted field:

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

State exactly what kind of opportunity you are seeking:

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

Choose a question to end with:

☐ Would you like a copy of my business card?
☐ Would you like a copy of my résumé?
☐ Are you able to connect me with someone who might be aware of opportunities that fit my interests?
☐ Are you aware of any opportunities that fit my interests?
☐ Would you be willing to keep your eye out for opportunities that fit my interests?
☐ May I get a copy of your business card so I can contact you with any further questions?