

Elevator Pitch

WHEN AND HOW TO USE AN ELEVATOR SPEECH

If you're job searching, you can use your elevator pitch at **job fairs and career expos**, and online in your **LinkedIn summary or Twitter bio**, for example. An elevator speech is a great way to gain confidence in introducing yourself to hiring managers and company representatives.

You can also use your elevator pitch to introduce yourself at **networking events and mixers**. If you're attending professional association programs and events, or any other type of gathering, have your pitch ready to share with those you meet.

Your elevator pitch can be used during **job interviews**, especially when you're asked about yourself. Interviewers often begin with the question, "Tell me about yourself" — think of your elevator pitch as a super-condensed version of your response to that request.

WHAT TO SAY

Your elevator speech should be brief. Restrict the speech to 30 to 60 seconds — that's the time it takes to ride an elevator, hence the name. You don't need to include your entire work history and career objectives.

You need to be persuasive. Even though it's a short pitch, your elevator speech should be persuasive enough to spark the listener's interest in your idea, organization, or background.

Share your skills. Your elevator pitch should explain who you are and what qualifications and skills you have. Try to focus on assets that add value in many situations. This is your chance to brag a bit — avoid sounding boastful, but do share what you bring to the table.

Practice, practice, practice. The best way to get comfortable with an elevator speech is to practice it until the speed and "pitch" come naturally, without sounding robotic. You will become comfortable varying the conversation as you practice with it. Try saying your speech to a friend, or record it. This will help you know if you are staying within the time limit and giving a coherent message.

Be flexible. You aren't interviewing for a specific position, so you want to appear open-minded and flexible. It's your chance to make a great first impression with a potential employer.

Mention your goals. You don't need to get too specific. An overly targeted goal isn't helpful, since your pitch will be used in many circumstances, and with many different types of people. But do remember to say what you're looking for. For instance, you might say, "a role in accounting" or "an opportunity to apply my sales skills to a new market" or "to relocate to San Francisco with a job in this same industry."

Know your audience, and speak to them. In some cases, using jargon can be a powerful move — it demonstrates your industry knowledge. But be wary of using jargon during an elevator pitch, particularly if you're speaking to recruiters, who may find the terms unfamiliar and off-putting.

COMPONENTS OF AN ELEVATOR PITCH

Who You Are and What You Do: You should start out your pitch by introducing yourself (name, year in school, what you study, etc.) as well as your relevant experiences such as work experience, leadership experience, volunteer work, club involvement, research experience, academic experience, etc.

Hello. My name is _____ and I am a _____ (junior, senior, etc.) studying _____ at Loyola University New Orleans. I have experience in _____

_____.

Your Skills and/or Accomplishments: State some of your strongest skills and/or accomplishments that you feel would be meaningful to an employer or career professional.

My strongest skills are _____

OR Some of my accomplishments include _____

_____.

What You Are Interested In Doing: State your career field of interest and list why you are interested in that field. I am interested in _____

_____.

What You Want: What are you hoping to gain/learn from your contact with the employer or career professional? I'm interested in learning more about _____
_____.

Remember: your pitch should be short, targeted, and a meaningful introduction designed to market your experiences and skills. Keep your pitch to 30 seconds or less.

ELEVATOR PITCH EXAMPLES

"I recently graduated from college with a degree in communications. I worked on the college newspaper as a reporter, and eventually, as the editor of the arts section. I'm looking for a job that will put my skills as a journalist to work."

"I create illustrations for websites and brands. My passion is coming up with creative ways to express a message, and drawing illustrations that people share on social media."

"Hello my name is Katie, I am a junior at Loyola University interested in helping children and my major is psychology. I am excited about getting more research assistant opportunities because I want to go to graduate school. I have excellent listening skills, data management, and critical thinking skills, which I believe would make me a great research assistant. Being a research assistant in this lab will allow me to understand children's motivations, a topic I am considering exploring for graduate school. Could you tell me about what are some of the most interesting findings you have discovered in your research so far?"

