

## 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.