

# CREATING AN ELEVATOR PITCH

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**An elevator pitch is essential for college students when networking with career professionals and attending career related events such as career and internship fairs.**

Imagine stepping into an elevator and as the doors close, the person standing next to you says, “Hi, I’m a recruiter at your dream company. Tell me about yourself.”

An elevator pitch should be a short yet impressive introduction of yourself designed to market your experiences and skill sets. Important components of an elevator pitch are listed below. Fill out the worksheet and practice your pitch out loud.

Remember to keep your pitch to 30 seconds or less. This pitch is to get a conversation started and you'll want to be ready to share more in depth information as you continue the conversation.

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## Components of an Elevator Pitch

**Who Are You?** Introduce yourself by sharing your name, and place yourself in context by explaining what school you attend, your academic program, or where you currently work.

**What Makes You Stand Out?** Think of this as your unique blend of skills and experiences. You don't have to have an experience or skill that no one else has but you do have a unique blend of skills and experiences that make you different from the other applicants (and your classmates). Think about your personal traits, accomplishments, classes you have taken, things you are involved in, hobbies, and more!

**What Are Your Goals?** This lets employers know what you are looking for: career information or advice, an internship, summer job, part-time or full-time position. Do not be demanding, but be straight forward that you are looking for a job, or just information.

## Sample Elevator Pitches

“Hello, I’m Bethany Johnson. I will be receiving my Bachelor’s degree in Hospitality and Tourism and I have interned at several hotels including the Hyatt Regency and the Holiday Inn. I also have sales experience as the fundraising chair of my fraternity. I am currently seeking a sales position in the hotel industry.”

“Hello, my name is Marquis Smith. I am currently a senior at Western Carolina University majoring in Criminal Justice. I spent last semester as an intern with the Wake County Police Department’s juvenile delinquency program. I have discovered a passion for working with youth and I am looking for a position where I can utilize my criminal justice background to promote positive social change.”

“Hi, my name is Fredrick Turner and I am a student at WCU working on my Bachelor’s in Computer Science. I recently took a course on Programming Skills and learned the C language and how it differed from Java. I have also taken a course on operating systems to learn about managing storage and files. I am passionate about my community and I volunteer with my local middle school tutoring children in

STEM related classes. I hope to find an internship with a local nonprofit where I can utilize my coding skills.”

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## Creating Your Pitch

**A. Who Are You?** Introduce yourself by sharing your name and place yourself in context by explaining what school you attend, your academic program, or where you currently work.

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**B. What qualities are you proud of or what makes you unique?** Make sure you mention qualities you possess that you feel are important. This is also a place to talk about relevant accomplishments.

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**C. What Are Your Goals?** This lets employers know what you are looking for: an internship, summer job, part-time or full-time position. Try not to sound demanding but be clear that you are looking for a job.

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## Using the Components Above, Create Your Elevator Pitch

*Here's a helpful template if you feel you need one.*

Hello, my name is (A)\_\_\_\_\_ and I am currently (attending, enrolled in, working at) (A)\_\_\_\_\_. I believe that my (B)\_\_\_\_\_ makes me unique and will bring value to your organization. My goal is to (C)\_\_\_\_\_.