

# Elevator Pitch

Think commercial!

An elevator pitch is a brief commercial to tell a professional colleague or potential employer about you! In 30-seconds, you will tell who you are, share your unique skills and strengths, and highlight your goals (for a potential employer and yourself). Add an action item at the end, and you have an elevator pitch!

Use the steps below to develop your own pitch.

1. Tell who you are:

Smile. Look at your listener, and then cast your hook by telling who you are, your role, and a location. Monitor your nonverbal communication: no fidgeting or shuffling. Use natural hand gestures.

Example: ***Hi. I'm Jane Doe. I'm studying business and marketing at Huntington University in Huntington, Indiana.***

2. Share your unique skills and strengths:

Example: ***I spent the summer working as an intern with the Production Supervisor at Sweet Sound's Distribution Center. This fast-paced environment required me to work with most of the full-time employees and direct traffic to maximize efficiency.***

3. Highlight your goals for a potential employer and yourself:

Indicate what you want: contact information, an internship, or a job interview. Then, end with an action item for your next interaction. Prepare to answer questions!

Example: ***I want to expand my business experience in human resources, using my communication skills, ability to multitask, and organization. I noticed Link's Group advertised an internship. May I have your business card to contact you for an interview?***

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4. Practice, practice, practice! Get in front of a mirror and practice your pitch. Ask a friend to stand-in as a potential employer, call or zoom someone who will give you honest feedback. And then make improvements. If possible, have a business card with your contact information.

For more information on the Elevator Pitch, please use the following sources:

- Ascend's Career Fair Survival Guide with details on [Elevator Pitch Prep](#)
- The Internship Queen's [video](#) and example of an Elevator Pitch
- Our infographic on [Creating your Elevator Pitch](#)
- Prof. Austin's [video](#) on the Elevator Pitch
- The Balance Careers [article](#) on creating an Elevator Pitch



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