

ELEVATOR PITCH - WHY IT MATTERS

An elevator pitch is a quick summary of yourself. It's named after the time it takes to ride an elevator from the bottom to the top of a building — roughly 30 seconds or 75 words. Elevator pitches are sometimes thought to be specific to an idea or a product, but having a pitch to sell yourself as a professional is also a common use.



Another benefit of a personal elevator pitch is that it prepares you to introduce yourself when new opportunities present themselves in everyday life.

It also quickly helps new contacts understand why they should connect with you or consider you when an employment opportunity arises.

One of the biggest advantages of using an elevator pitch when speaking about your career is that you can take the initiative. Instead of waiting on the other party to direct the conversation, you can confidently explain what you have to offer.

Your elevator pitch should answer questions like who you are, what you do and what value you can bring to a prospective employer.

Follow these steps to create a compelling elevator pitch:

Hello!

1. INTRODUCE YOURSELF



2. PROVIDE A SUMMARY OF WHAT YOU DO



3. EXPLAIN WHAT YOU DO



4. FINISH WITH A CALL TO ACTION

DID YOU KNOW?

Job fairs and networking events are great opportunities to practice your elevator pitch!



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