

Elevator Pitch

What is an Elevator Pitch?

- A pitch is a brief, concise, carefully planned, and well-practiced description that summarizes your skills, interests and goals which you could deliver to a person who could help you with your job search
- Get across the information in no more than 60 seconds

What to Include:

- What you want them to know about you
- What distinguishes you from other students
- What your immediate goals are
- A question or hook to start the conversation

Creating a Pitch Worksheet

- Name:
- Major:
- Minors/Option/Concentration:
- Prior Relevant Experience (field work, paid or unpaid experiences, civic engagement, leadership experiences, etc.):
- What are you particularly good at – relevant skills:
- Goal (short-term & focused):

The Introduction

Shake hands firmly (but not bone-crushingly) and look the person in the eye as you say, “Hello,...”

Pull the above information together into a script, such as:

Hello, my name is _____. I’m pursuing my degree in _____ at SNHU. My career interests include _____ and I would someday love to _____. So, this year I am looking for a _____ where I can gain a well-rounded experience in and also get involved in _____. Can you tell me about your _____ and how your organization is successful doing _____?

Be prepared to keep the conversation going and talk about:

- Memorable classes and class projects
- Campus involvement and leadership roles
- Specific examples of when you demonstrated your skills/competencies
- Why you chose the field you are studying

Practice: Delivering an elevator pitch is rarely as one-sided or awkward in a real conversation as when you are practicing. However it is essential to rehearse what you will say. The more comfortable you become with what you want to convey the more natural and less rehearsed your elevator pitch will come across.