



# Elevator Pitch Worksheet

## Step 1: Set the target

**What is the goal for this interaction?** (introducing yourself at networking events, showing interest in a job at a career fair, etc.)

## Step 2: Brainstorm the components

**Who are you?** Which values, interests, personality traits, and strengths/skills do you want your audience to know about you? What is unique about you?

**What have you done?** What's an experience that exemplifies who you are? What experiences are relevant to your audience?

**Where are you going?** What problems do you want to solve? What kind of impact do you want to make? What do you want to learn?

## Step 3: Prepare a question or two to engage your audience in conversation

- 1.
- 2.

## Step 4: Put it all together and answer "tell me about yourself?"

### Example Elevator Pitch:

"Hi, my name is Kahlia. I'm a junior majoring in marketing and I am interested in consumer behavior. For the last 2 years, I've explored marketing through the American Marketing Association and served on the social media team for the Student Alumni Association. I'm looking for an opportunity to contribute to an organization through a marketing or communications internship ... Can you tell me a little about your organization?"