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?”