

The Elevator Speech

An elevator speech is a short introduction that expresses to a recruiter or career professional who you are and what you have to offer. You can use it for job fairs, interviews, professional events and networking.

Components

30 second speech may include:

- Name, degree and program
- Any areas of specialization in education
- When you will obtain your degree
- What is your purpose at this event
- Describe select academic, volunteer and/or work experiences relevant to that employer
- State your career goals and areas of interest
- What positions are of interest to you
- What major skills do you have and which do you want to use – Skill you have that make you a good candidate for a job or internship
- Let them know what you know about them – their mission, the type of work they do, their services or products, etc.

By developing an elevator speech and practicing it out loud a few times before you go to a job fair, you will be better prepared to speak to employers and introduce yourself in a professional and positive manner.

<p style="text-align: center;">What are you currently involved in?</p> <p>School: Year: Major/Minor: Related courses:</p> <p>Work:</p> <p>Activities:</p>	<p style="text-align: center;">What have you done that is directly related?</p> <p>Courses: Internship: Volunteer: Work: Activities: Study abroad:</p>
<p style="text-align: center;">What skills will you bring to the position?</p>	<p style="text-align: center;">Why are you here? In one to two sentences, state your interest in the position and/or goals:</p>

Examples – Used for Job Fairs

Hi, I am Martha and I am a senior at St. Catherine University majoring in sociology. I am actively looking for career opportunities after graduation this spring and your organization is of great interest to me. This past summer I had an internship researching affordable housing for low income households in St. Paul. Through this internship I gained an understanding of the homeless population in the twin cities, the need for additional affordable housing in the metro area, and gaps in the present system to serve clients effectively. I am interested in the position you have posted to serve and work with low income families to help them find resources and housing. I believe my major and internship experience make me a good candidate for your opportunity.

Hi, I am Mai and I am a junior majoring in English at St. Catherine University. I am seeking a writing internship that will allow me to write copy and edit materials for a public relations or communications office. I have developed strong writing skills in my classes and created marketing materials for my volunteer work with children. In my communications course last term, we developed writing samples that could be used in marketing services and products. Through this class I had the opportunity to write press releases, edit copy information for media, and create website content for variety of products. I have samples of my writing and editing that I would like to show you, and I believe I have the experience you are seeking for this internship position.

Giving your Pitch

Remember:

- Smile
- Make eye contact
- Firm handshake
- Ask if they would like to see your resume
- Ask if and when interviews are being conducted (if you know they have a specific position you qualify for) - let them know you are most interested in interviewing
- Ask for a business card—send them a thank you/follow-up communication



ST. CATHERINE
UNIVERSITY

Career Development Center

www.stkate.edu/career

651-690-8890

St. Paul Campus

Coeur de Catherine 210

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