

# ELEVATOR PITCH

All you need to know to make your elevator pitch.

## OVERVIEW

### What is an elevator pitch?

A personal elevator pitch is a brief, succinct way to introduce yourself. Your elevator pitch should be roughly 30–60 seconds long, and typically communicates who you are, what you do, and what you're asking. Your elevator pitch should adjust and change over time as you change.

### When to use an elevator pitch?

- Whenever you're introducing yourself in a professional setting such as at a job fair, the first day of your internship, while conducting an informational interview, general networking, etc.
- When answering the "tell me about yourself" question in an interview

### Why are elevator pitches important?

- They're an effective way to demonstrate your professional aptitude and communicate your relevant experiences, strengths, and skills.
- They're useful in a variety of situations
- You can strategically craft it, practice it, and deliver it to contribute to your first impression

## ELEVATOR PITCH TIPS

### This isn't your life's story

Remember to keep it brief – there will be other opportunities for you to share more information; the purpose of the elevator pitch is to introduce.

### Practice

It'll feel awkward at first, but the more you practice, the easier it'll be.

### Target your pitch to your audience

Whether you're attending a networking event, at a job fair, or in an interview, it's important to make tweaks to your elevator pitch.

### Chat GPT

Use Chat GPT to help you refine your pitch. Be specific with your prompts and it'll be like having someone to brainstorm with!

## CREATING YOUR ELEVATOR PITCH

*Below are some prompts to ask yourself to help you craft your elevator pitch.*

### 1. Who am I?

- Name
- Where you're from / grew up
- Where you attend school
- What you're studying
- What year you're in

### 2. What do I do?

- What you've achieved that are most relevant
- Relevant skills
- Values
- Passions / interests
- Goals

### 3. What's my ask?

*NOTE: This will be very specific to where and with whom you're sharing your elevator pitch with.*

- What are you hoping to accomplish with the conversation
- Why are you attending this event
- Why are you interested in speaking to this person



### Resource:

Use [this worksheet](#) for more details to help you build your elevator pitch!