

## Introduction

Creating an effective elevator pitch is crucial for college students who want to make a strong impression in professional settings. This guide will help you craft and deliver a compelling elevator pitch.

## Understand the Purpose

An elevator pitch is a brief, persuasive speech that you can use to spark interest in who you are, what you do, and what you bring to the table. It's called an "elevator pitch" because it should be short enough to deliver during an elevator ride—typically 30 to 60 seconds.

**Setting:** *Imagine that you have just completed an interview on the 14th floor of an Office building. You step on the elevator and in walks the CEO of the company. You are the only two people on the elevator. As you stand there, he/she turns to you and asks who you are and why you are there. You have from that floor, all the way to the 1st floor to deliver your elevator pitch addressing who you are, why you are there, what skills and knowledge you bring and why **YOU** are the best candidate for their company.*

## Structure your Pitch

### A. Introduction

- **Name:** Start by introducing yourself with your full name and why you are there
- **Background:** Mention your major, university, and year of study (and any other personal features about yourself that you feel they should know)

### B. Professional Objective

- **Goals:** Share your career goals or the type of opportunities you're seeking (e.g., internships, job roles, networking connections).
- **Passion:** Briefly mention what excites you about your field or industry. (This is where you can show your enthusiasm about the field)

### C. Unique Selling Proposition (USP)

- **Skills, Strengths and Experiences:** Highlight key skills, experiences, or accomplishments that set you apart from others.
- **Value:** Explain what value you can bring to a potential employer or connection (e.g., specific h/w and s/w skills that you have, problem-solving skills, leadership experience, technical expertise). (Use the 13 questions)

### D. Call to Action

- **Engagement:** End with a question or statement that encourages further discussion, such as asking for advice, expressing interest in a specific opportunity, or requesting a follow-up meeting (or even asking if they would be willing to mentor you!)

## Customize for Your Audience

Tailor your pitch to the person you're speaking with. For example, if you're talking to a recruiter, focus on skills and experiences relevant to the job. If you're networking, emphasize your interests and goals that align with the other person's background. Practice your delivery until it flows naturally.

- **Clarity:** Speak clearly and confidently. Avoid jargon or overly technical language. **DO NOT RAMBLE!**
- **Timing:** Keep your pitch concise—aim for 30-60 seconds. Brevity & clarity are key!
- **Body Language:** Maintain eye contact, smile, and use appropriate hand gestures to engage your listener.

## Elevator Pitch Template

"Hi, my name is **[Your Name]**, and I'm currently a **[your year]** student majoring in **[Your Major]**. I'm passionate about **[specific aspect of your field]**, and I've had the opportunity to work on **[mention an internship, project, or relevant experience]**.

Through this experience, I developed strong skills in the areas of **[specific skills]**, which I believe would be valuable to this company **[desired role or industry]**. **State clearly, "I am purely looking for an opportunity to show what value I can bring to your company."**

I'm excited to learn more about opportunities in **[company/industry]** and how I can contribute to the company **[specific company goal or industry challenge]**. I'd love to connect further and discuss how I can bring value to your team."