



Creating your Elevator Pitch

An "elevator pitch" is a concise, carefully planned, and well-practiced marketing message about your professional self. The exercise was developed from the concept of selling yourself to a complete stranger on a short elevator ride. Your pitch is a useful tool for introducing yourself at career fairs, networking opportunities, or even the "tell me about yourself" phase of an interview.

What Should Your One- Minute Pitch Include?

- **Who you are, plus a credential** -Your name and something that differentiates you from your peers (major/degree, athlete) and/or establishes a relationship (graduate of the same college, from the same hometown, etc.)
- **Your specific goal / career interest** - What you are interested in/what you want to do
- **How you have demonstrated your interest** - Provide examples of things that you have already completed in the field, such as relevant coursework or an internship
- **A question or request for assistance** - For example, "perhaps I could meet with you again to find out more about your organization."

Sample elevator pitch:

"Hello, my name is Sammy Sagehen, and I am a senior Public Policy Analysis major at Demo College. As a musician and a student of politics, I would like to explore the overlap of my interests and pursue a career in arts policy. I have interned at a number of nonprofit and government arts organizations, including the Lincoln Center Festival, Americans for the Arts, and the National Endowment for the Arts, and I am currently writing my senior thesis about the nonimmigrant artist visa process. I will be in New York City this summer, and I would like to connect with you to learn more about your work at Carnegie Hall. Do you have time to meet for a brief informational interview later this afternoon?"

Common Mistakes:

- **Lack of confidence in what you have to offer.** "I don't have a lot of work experience yet."
- **Lack of focus or goals.** "I have a lot of interests and don't want to limit myself."
- **Inability to articulate the learning and skills gained from one's academic major.** "I know my major has nothing to do with my interest in starting my own business, but..."

- Practice so that the delivery is natural and conversational.
- Sound the part-- show confidence and let your passion shine through.
- Look the person in the eyes.
- Smile and try to connect with the person.

Delivery: