

MALONE CENTER FOR CAREER ENGAGEMENT

GUIDE TO CREATING YOUR ELEVATOR PITCH

An elevator speech or “pitch” is a short, succinct, but well planned speech you give to an employer upon first meeting them. It should be no longer than the length of an average elevator ride (think 30 seconds to a minute). Use this outline to help you think about how you can structure your own elevator pitch:

1. INTRODUCE YOURSELF

Provide your name, major, year in school and when you’re completing your degree. Keep it simple and to the point.

2. WHAT MAKES YOU UNIQUE?

Describe your previous work/internship/extracurricular/volunteer experiences as it relates to your industry and how it would benefit the employer.

3. WHAT IS YOUR GOAL?

State your career goals, the types of positions you’re interested in, the skills you would like to apply, and what is important to you in a career, internship, or company.

4. ASK RELEVANT QUESTIONS

Do your company research ahead of time. Ask intentional questions that demonstrate your knowledge and interest in the organization and position.

5. MAKE A STRONG CONCLUSION

Provide the employer with your resume and ask for a business card or contact information so that you can follow-up with a thank you message and/or LinkedIn connection request.

NONVERBAL COMMUNICATION

First impressions are essential when introducing yourself to a potential employer. Your non-verbal communication is just as valuable as your verbal—keep these strategies in mind:

- **Eye Contact:** Making consistent intentional eye contact communicates your genuine interest in the conversation.
- **Vocal Tone:** A monotone voice may signal boredom and lack of confidence.
- **Smile:** Show enthusiasm and positivity through your smile and facial expressions.

In a nut shell, put away your phone, be present, ask good questions, and use your active listening skills!