

CRAFTING YOUR ELEVATOR PITCH OR SPEECH: INTRODUCING YOURSELF IN 30 SECONDS

You are on your way to a coffee shop just before a networking meeting, someone smiles at you and asks “what do you do?” or “tell me about yourself.” You open your mouth and then pause. Where do you start? You have approximately 30 seconds, the average duration of a ride on an elevator, to give your answer. This is when having an “elevator pitch” comes in handy!

Introduce yourself



FLOOR 1

“Hi, my name is Joe Smith.”

Give a little bit of background about yourself and what you do



FLOOR 2

- What your skills and interests are
Think: What do I do?
- Explain the value you’ll bring
Think: How well do I do it?
- Your answer should fit the outcome you want.
Think: What do I want this person to remember about me?

Example:

“I recently became a Certified Nursing Assistant and I have been working as a caregiver in home health for the past 3 years.”

Why should they care and connect?



FLOOR 3

You want to capture their attention and make a connection. Realistically, if you don’t establish how you’d like to be known during that brief interaction, you’ve lost them!

- Include what you are working on right now or what you have recently accomplished.
- Tailor your pitch to emphasize your strengths and accomplishments.
- Select what you feel is most important and remove everything that is not critical to explaining your background.
- Make a remark that connects your background and interests to the person to whom you are talking.

Examples:

“Hi, my name is Sara. It’s so nice to meet you! I’m an Admin Assistant with a certification for Microsoft Office Suite.”



INTRODUCING YOURSELF IN 30 SECONDS

Explain what you want

Explain what you want. This is your chance to be upfront and tell them your objective



- Consider the reason you began this conversation in the first place.
- Are you looking for a job? Looking for contacts? Looking for a mentor? Do you want an internship? Perhaps you are wanting to talk with someone in a particular industry to find out what kind of opportunities exist.

Example:

“I’m considering changing jobs this year, so I’m interested in meeting people with backgrounds that align with my goals. I’m curious to learn about the work environments in different companies.”

The closeout and call to action



End your elevator pitch by asking yourself, what you want to happen next. Let them know what **THEY** can help you with.

- Say “it was nice meeting you.”
- If it fits within the situation, ask for a meeting to chat with them.
- Promise to follow up on this conversation.

EXAMPLES

“ Hi, I’m Jessica Nunez, I am a recent CNA graduate and work in a small private doctor’s office focusing on patient care and recovery. This has been a rewarding experience for me but now I am pursuing an opportunity to work with children; and looking for introductions to social workers and child psychiatrists here in the Chicago area. ”



Career Fair Elevator Pitch

“ Hello, I’m Joe Smith. I have 2 years of experience in IT system management and currently I work at Nickle Associates. Our team is developing new systems for our trade program that’s set to go into beta testing this month. I am considering changing jobs this year, and I am interested in learning more about the careers, work environment and goals of your company. ”

Learn More About Creating
an Elevator Pitch at:

youtu.be/LbOYz_5ZYzI