What is an Elevator Pitch?

An elevator pitch is a “30-second commercial” about you. If you find yourself sharing a brief encounter with a potential employer, you might only have half a minute to deliver a clear, short pitch about yourself. The goal is to peak their interest enough for a follow-up meeting/interview.

How to Prepare

- Write your pitch to include your name, major and field of interest
- Consider including a compelling "hook" and an intriguing fact that will engage the listener
- Incorporate one unique skillset or experience
- Practice your pitch to make it sound effortless, conversational and natural
- Develop different versions of your pitch for different situations and audiences
- Maintain eye contact with your listener and watch for nonverbal clues to know when to end
- ALWAYS ask for a business card or interview appointment at the end of your conversation
- During your speech
  - Avoid sounding robotic or insincere
  - Avoid use acronyms or jargon that your listener may not comprehend
  - Avoid rambling or getting off track from your practiced speech

TIP: Take advantage of all networking opportunities. For example attend information sessions, job fairs, and national student organization conferences