



# Creating an Elevator Pitch

An elevator pitch is a 30-second monologue about yourself that you can use in a variety of settings. You might use this to answer the common first interview question, "so tell me about yourself..." and use an elevator pitch to summarize your experience and what you are seeking. You might find yourself crossing paths with someone who might be able to assist you with your job search. In that case, you should provide a call-to-action in addition to your skills and experience. Your pitch should only be about 20-30 seconds long, so practice makes perfect.

Be sure to practice your elevator pitch many times so that you have it in your back pocket when you find yourself in a situation where you need it. You never know who you will run into or have the opportunity of meeting.

Here is a good formula for putting your elevator pitch together. You'll want to include the first four parts when meeting someone for the first time and include the fifth part if you want to get to a next step with them.

## Crafting an Elevator Pitch

1

### A Quick Introduction

Name, where you work, school you attend, etc.

2

### What you are Seeking

Career goals, type of job, type of experience, etc.

3

### Experience

"Currently I work for..."  
"Last summer I interned at..."

4

### What you can Offer

Your skills & how you can benefit the organization

5

### Call-to-Action

"Can we schedule a time to talk further?"  
"Can we arrange an interview?"

**Remember, your elevator pitch should be no longer than 20-30 seconds**

Here is an example of an elevator pitch:

*Hi there! My name is Madison and I am a senior at the University of Texas and I'm looking for a job in Marketing after graduation and I would love to stay in the healthcare industry. Last summer I interned in the marketing department at Baylor University Medical Center and learned a lot about social media marketing and developed a lot of skills in that area. I'd love to talk more about this opportunity, can we set up a time to talk further?*

Below is a table that you can use to organize some of your information to help craft the perfect elevator pitch!

Quick Intro	
What you are Seeking	
Experience	
What you can offer	
Call-to-Action	

