

# How To Create an Elevator Pitch



## What is an Elevator Pitch?

An Elevator Pitch is an essential part of any career plan for a college student. It refers to meeting a potentially important career contact in an elevator and taking the opportunity to introduce yourself during that very brief 30 second ride.

Your Elevator Pitch is a foundational piece of your career plan's multi-step process, and helps you to network, to complete the "My Journey" section of your Handshake™ profile, to build your LinkedIn™ Profile, to compose your Professional Summary on your resume, and to respond to the invitation to "Tell me a little bit about yourself." It should be a short yet impressive introduction of yourself designed to highlight your experiences and skills, to spark the interest of a recruiter or decision maker, and to get the conversation started to move you to the next step – an interview or a connection.

The important steps to creating an Elevator Pitch are listed below. Complete the worksheet to create your pitch and then practice it out loud. Remember: keep your pitch to 30 seconds or less. After you complete the worksheet, schedule time with a Career Advisor through Handshake to review your final pitch.

## 5 STEPS TO CREATING AN ELEVATOR PITCH

# 1

### Identify yourself

Introduce yourself by sharing your name and give context by explaining what school you attend, your academic program, or where you currently work

#### Example:

Hi, my name is Ashley Smith and I am a second-year Marketing Management and Sales major at New York City College of Technology

# 2

### Describe your specialty

Think of this as your unique blend of skills and experiences. You do not have to have an experience or skill that no one else has but you do have a unique blend of skills and experiences that make you different from the other applicants. Discuss and highlight your accomplishments/skills most relevant to the company or the job notice.

#### Example:

I am interested in brand management as my career and I am well prepared for the internship you are offering. In addition to taking classes, I assist my store manager at The Norishment Nest market to position new specialty products in store to drive sales. On campus, I am a member of the Marketing Club, where I led my team to develop a social media campaign for the "Student Help" app.

# 3

## Differentiate yourself

Here is where you let the employer know that you offer something additional to the minimum requirement of skills, experiences, background, etc. that would “add-value” to the company. Do you take the initiative or have a special skill or are continuously improving a process or innovating? Differentiate yourself by adding your work and volunteer experience. Set yourself apart from your peers!

### Example:

This internship appeals to me as I would be doing work in the field where I want to work. My skills include management of our store’s social media accounts, creative problem solving, and team building.

# 4

## The Call to Action

This is the action you want the person you are speaking with to take to get you to the next step - the interview, the introduction to the hiring manager, or access to the desired company. Finish your elevator pitch with a specific and direct request, tailoring it to your audience. State what you are looking for and summarize how you qualify.

### Example:

Here is my resume. I look forward to learning more about the position. What would be the best way to get in contact with you?

# 5

## Put It All Together

This is where you put it all together - Step 1 (Identify Yourself) + Step 2 (Describe Your Specialty) + Step 3 (Differentiate Yourself) + Step 4 (Call to action) = Step 5 (Your Elevator Pitch), to create your complete Elevator Pitch! See the full example below.

### Example – the complete Elevator Pitch

*Hi, my name is Ashley Smith and I am a second-year Marketing Management and Sales major at New York City College of Technology. I am interested in brand management as my career and I am well prepared for the internship you are offering. In addition to taking classes, I assist my store manager at The Norishment Nest market to position new specialty products in store to drive sales. On campus, I am a member of the Marketing Club, where I led my team to develop a social media campaign for the Student Help app. This internship appeals to me, as I would be doing work in the field where I want to work. My skills include management of our store’s social media accounts, creative problem solving, and team building. Here is my resume. I look forward to learning more about the position. What would be the best way to get in contact with you?*

Now that you’ve seen all the steps to put an Elevator Pitch together, use the following worksheet to create your own pitch.

Once you have created your pitch schedule an appointment with a Career Advisor through Handshake to get feedback and practice your Elevator Pitch!

# Elevator Pitch Worksheet

To help you create your own Elevator Pitch, use the "How to Create an Elevator Pitch" worksheet below to practice. Refer to the PDC "How to Create an Elevator Pitch" for full details and a sample of an elevator pitch. Remember, this can be used in different applications including when networking, attending a career fair, or updating a professional profile.



## 1. Identify Yourself

Concisely describe who you are (Name, Major, Class Year etc.)

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## 2. Describe Your Specialty

Discuss and highlight your accomplishments/skills most relevant to the company or job

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## 3. Differentiate Yourself

Set yourself apart! What makes you better? Why are you different?

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## 4. Call to Action

State what you are looking for and summarize how you qualify.

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## 5. Putting It All Together

Put it all together using all the steps to create your Elevator Pitch!

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