

## Introducing Yourself: 30-Second Elevator Speech

Your elevator pitch is your quick, personal selling statement. It can be used when riding in an elevator with the person next to you, when meeting employers at career fairs, and as the foundation for cover letters and email introductions.

Think of it as a quick way to introduce yourself. Develop and practice it, and you'll never have to worry about "what am I going to say?"

### What to Include

1. Full name
2. Year in school
3. Major(s), minors, collaterals, etc.
4. Specific goal/career interest. This will allow that person to help you or possibly connect you to someone who can.
5. How you have demonstrated your interest. Demonstrate your interest and experience in the field with examples of things you have already completed. Don't just say "I have always wanted to work in human resources," but rather "I have taken psychology and business classes and gained leadership skills through offices in clubs".
6. Why you are qualified. Demonstrate your qualifications by sharing leadership and work experience, achievements, expertise, skills and strengths.
7. A question or request for assistance.
  1. I would be interested in shadowing a \_\_\_\_\_. Could you recommend anyone for me to contact to do that?
  2. I am currently applying for internships/summer jobs/full-time jobs. Do you have advice for my applications and interviewing tips?
  3. I would love to learn more about what you do. Is it possible to shadow you or just sit down with you sometime to ask more questions?
8. Be sure to get their business card
9. Be sure to offer each contact your business card for future reference.

### Craft Your Pitch

1. Hello, my name is \_\_\_\_\_ and I am completing a \_\_\_\_\_ degree in \_\_\_\_\_ at Coe College with a minor in \_\_\_\_\_.
2. I am interested in a career in (or position as a) \_\_\_\_\_ in the \_\_\_\_\_ field (industry).
3. I have been involved (during college) in \_\_\_\_\_.
4. And developed skills in \_\_\_\_\_. I have also had an internship position (employment) as a \_\_\_\_\_ with \_\_\_\_\_ and discovered that I really enjoy \_\_\_\_\_.
5. Could you tell me more about \_\_\_\_\_

