

Summary of What I Have to Offer

Worksheet to Use in Developing Your Elevator Pitch to a Specific Target

Checklist – to make your pitch effective, make sure you know:

- ☐ Who you are pitching to _____
- ☐ What they want in a candidate _____
- ☐ What they are interested in _____
- ☐ Who your likely competitors are _____
- ☐ What makes you unique _____

For Target # _____ Geographic area: _____
Industry or company size: _____
Position/function: _____

1. What is the most important thing I want this target to know about me?

2. What is the second most important thing I want this target to know about me?

3. My key selling points: Accomplishments that support/prove statements #1 and #2:

4. What makes me unique, what separates me from the competition:

5. Other key points that my apply to this industry or position:

6. Any objection I'm afraid the interviewer might bring up, and how I will handle it:
