

THE ELEVATOR PITCH



WHAT IS AN ELEVATOR PITCH?

- A succinct, compelling description of what you offer.
- Instead of selling a product you are marketing yourself & your skills!
- Think of it as the most effective way to introduce yourself.
- Have different lengths & levels of formality, depending on situation



**Most often between
15 seconds – 2
minutes**



WHAT AN ELEVATOR PITCH SHOULD BE?

"The best elevator pitch doesn't pitch your project. It pitches the meeting about your project. The best elevator pitch is true, stunning, brief and it leaves the listener eager (no, desperate) to hear the rest of it. It's a little fractal of the entire story, something real.

"I quit my job as an Emmy-winning actress to do this because...' or 'Our company is profitable and has grown 10% per week, every week, since July,' or 'The King of Spain called me last week about the new project we just launched.'"

Seth Godin

seths.blog/2012/10/no-one-ever-bought-anything-on-an-elevator/

IMPORTANCE OF THE ELEVATOR PITCH?

- It forces you to defined exactly who you are & what you bring to the table.
- Useful for resumes (Summary statements, Profiles, etc.), LinkedIn Profiles, & Portfolio sites ABOUT ME section!
- Helps you practice what you are going to say!
- You never know where your next job will come from... or the one after that, so internalize it...
- Useful if reaching out and making connections does not come easily

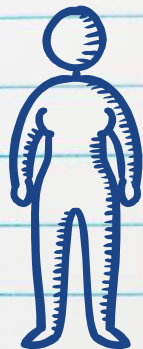
The Short Version: 15 Seconds

5

Hi, my name is [name]. I am a [your current role/title] at [your company or school] and [something you are excited to achieve]!

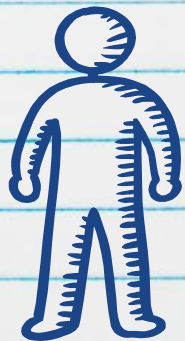
Hi, my name is Jane!

I'm a web development student at LEARN academy, where I'm having a blast learning full-stack Ruby on Rails, after being in the finance industry the past 5 years!



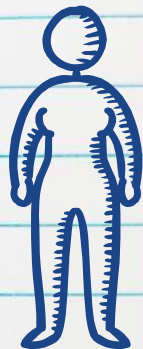
Hi, my name is John!

*I'm a recent graduate of LEARN academy where
I honed my coding skills, particularly in
[Language]! I just completed an internship where
we launched a web application in two weeks and
now I am looking for a job that will put my skills
as a developer to work!*



Hi, my name is Paul!

I'm a Career Readiness Facilitator at LEARN academy, where I help our graduates pivot into a career in technology, utilizing a lifetime of experience in tech and education.



Exercise: 15 Seconds Pitch

9

Hi, my name is [name]. I am a [your current role/title] at [your company or school] and [something you are excited to achieve]!

30 SECOND PITCH

W/ LAUREN BERGER

"THE INTERN QUEEN"



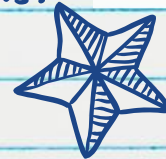
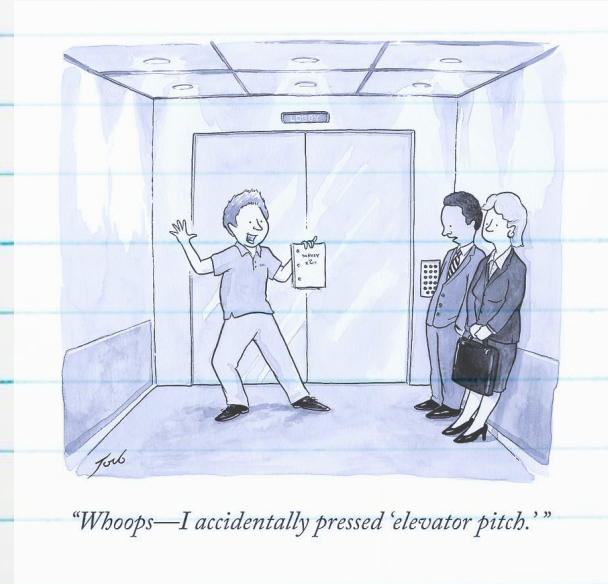
WORK BREAK
(10 MINS)

The 2-Minute Elevator Pitch

12

Here's where we get more specific & focus on selling yourself. A longer pitch includes the following:

- *Your chance to leave a lasting impression*
- *What's your "WHY"?*
ie. Motivations, Passion, Drive
- *What skills/experience do you bring?*
- *What have you achieved?*
- *What are your current and future career aspirations?*
- *The Ask/Follow-Up*



SKILLS & STRENGTHS – WHAT DO YOU DO WELL?

13

- Communicate your **passion** and start with something engaging (a story, anecdote, etc.)
- Your **professional accomplishments** (awards, recognitions, certifications, etc.)
- What's the common thread in all your jobs? Take a look at your **transferable skills** and identify some areas where you really excel.
- Focus on your **essential skill set**, what ability have you continued to strengthen in every role?

MOTIVATION – WHAT'S YOUR WHY?

14

People want to work with others who have passion! The start-up community especially prioritizes having a love for what you do!

Think Through:

- *What drew you into this field? (An engaging story)*
- *Who do you want to help or inspire?*
- *What aspect of my job gets me out of bed in the mornings?*
- *How does this field match your passion & skill?*
- *What is makes you a unique proposition?*



CAREER GOAL(S) – WHAT ARE YOU GOING TO DO?

15

- Help the listener understand where you are going with your career (& potentially how they can help you get there).
- Take time to clearly think through, decide on,, and articulate your dream.
- Avoid broad goals; be concise & specific about what you want



Paul's 2 Minute Pitch ¹⁶

Hi, my name is Paul Hutchinson.

I'm the Career Services Coordinator at LEARN Academy, a bootcamp-style code school that helps prepare and support adults who wish to pivot into a career in the tech industry. I have zeroed in on what I am passionate about over the years: that is aiding people make the best of themselves. This position is the perfect fit for me.

A major part of my job at LEARN is to help our students be prepared for the job search. I help make sure that portfolios, online accounts and resumes stand out among others so they better their chances of landing their dream job in tech. I have always been education-adjacent throughout my career, working with students of all ages. These combined experiences help me provide the necessary resources for the students and graduates at LEARN.

I'm always looking for people who can help provide great opportunities for our students. I'd love to be able to set up a meeting to talk with you about how our students might be able to meet the intern and employment needs of your company.

This is my contact information and thank you so much for your time.

Paragraph 1:
Introduction &
Passions

Paragraph 2:
Background &
Thread

Paragraph 3: The
ASK

Paragraph 4:
How

YOUR TURN!

17

To Get Started, jot down your answers to the following questions:

❖ *What, exactly, do you do?*



❖ *Why do you do it?*



❖ *What have you achieved?*

❖ *Where are you going with your career/what are your goals?*



❖ *Context: Interviewer asks "Tell me a little bit about yourself" and you want to make a lasting impression*



WORK BREAK
(30 MINS)

SCENARIO #1



You are in an interview, and the Hiring Manager says "So tell me about yourself"...

-More formal tone.

-Acceptable to answer at-length.

-Focus on achievements. This is your platform & time to shine.

-Don't be shy about selling yourself!

SCENARIO #2



You are at a social gathering, and someone says "Hey, so what do you do?"...

- Less formal setting*
- An opportunity to explain yourself & briefly mention where you are heading.*
- Shorter, less focused on accomplishments. Quick window into your path.*
- You never know if they will be a helpful connection!*



SCENARIO #3

You are at a Meetup & the Hiring Manager for your dream company is there. You muster up the courage to walk up to her & say..... ?

- Conversational tone.
- Focus on where you want to go with your career.
- Incorporate accomplishments / achievements / what you could offer.