## Elevator Pitch Template

### The scenario

Imagine that you just bumped into a former colleague or an acquaintance. This person is curious about what you’ve been up to. What do you say? Use this worksheet as a framework to help develop your story. Remember to:

1. Explain what you do
2. Communicate Your Value
3. Promote an achievement
4. Show passion
5. Ask a Question

### What to say

|  |  |  |
| --- | --- | --- |
| **Prompt** | **Example** | **Your turn** |
| Currently I am...and my dream/goal is to... | I recently enrolled in an intensive bootcamp with the goal of enhancing my data analysis skills |  |
| I am passionate about this area/industry because... | I am passionate about using data to help make data driven decisions... |  |
| I’m really excited to contribute... | I’m excited to combine my background in Engineering and my Data Science skills and contribute to... |  |
| Recently I had the opportunity to work on... | My most recent position involved analyzing competitor information from various sources |  |
| Ask a question | By chance do you know of anyone who works in this field who would be willing to chat with me? |  |

### 

### Bring it together (my turn):

### I’m currently taking a Data Science intensive course. You may remember that I previously worked in Engineering, so I’m excited about combining that with data science at a tech company. I love the idea of helping a company make data driven decisions. My most recent position involved analyzing market data from various sources to determine competitiveness of our recycle plastics technology. It was awesome to apply what I’m learning to a real company. By chance, do you know of anyone who does something similar?

### Keep in mind that:

* The above template is just a guide for your conversation and you likely won’t get through all of this in one breath. Be flexible with what info you give.
* Practice different variations of your pitch, so it doesn’t sound contrived - you will notice that in the example above, the full pitch differed slightly from what was written in the template
* Limit your pitch to no more than 30 seconds or you risk losing your listener
* Your pitch
* can be used both in-person and virtually
* Consider modifying this for the About section on your LinkedIn profile or in responding to “Tell me about yourself” during an interview
* Tailor this depending on the situation
* Remember that networking is a two-way street. You should also ask questions about the other person.