

**60 SECOND PITCH**

Your 60 Second Pitch is your FIRST opportunity to make a great impression. It is how you bring your personal brand to life and how you articulate what you bring and how you can be a fit for others. And it goes on from there, becoming the way you start emails, phone calls, meetings, potential clients, etc.… So, understanding what makes a great 60 second pitch and refining your own is critical to your success.

**THINGS TO KNOW**

* The 60 Second Pitch is your opportunity to “*hit a home run*” and get off to a great start. This creates a positive impression on interviewer. Make sure that the first impression is a great one.
* Interviewers make up their mind within the first 5 minutes. Interviewers judge people by what they see and how you sound, even before they know anything about you.
* Give the interviewer an insight into who you are as a person, especially a “core value.” You will be evaluated on your ability to “fit” into their organization or division.
* There isn’t any skill in life that you get good at without practicing. Delivering the 60 Second Pitch is a skill that needs to be practiced.
* If your pitch is wrong, then everything will be wrong. You must get to the point where you are so comfortable with it you can repeat it anytime, anywhere.
* A well delivered pitch builds confidence. And…confident people perform well on interviews
* Goal: To get interviewer to say to themselves, “*Hey, I like this person*”

**HOW TO BEGIN**

* Create your pitch by first writing it out and editing it (see template on next page). It’s your personal branding statement.
* Try to share things about yourself that aren’t on your resume
* Connect your skills and accomplishments with the needs of the employer, which was indicated in the job posting. A great pitch involves talking about accomplishments. Tell a quick story!
* Start making a compelling case “why” you are different from all the other candidates.

**SAYING IT OUTLOUD**

The employer will evaluate not just what you say but how you say it. They will study your body language, diction, word choices, confidence level, eye contact, tone of voice. So, consider these important points:

* Practice is everything. Be sure to practice on a regular basis, in front of a mirror, on your way to work, with your family, …. Practice will commit it to memory and help you gain confidence in your delivery of it.
* Energy is important. Employers like energetic people
* Try to sound poised, articulate, passionate about your work and skills
* Pause after you are asked to talk about yourself. Don’t make it seem “rehearsed.”

Think of it as a start to a conversation

* It is common to speak rapidly when you are nervous. Try to maintain a good pace.
* Project your voice. Speak with confidence. Perhaps engage your abs as you do it.
* Use good diction. Pronounce every work clearly.
* Maintain good inflection in your voice so you do not sound monotone.
* Smile often.
* Maintain eye contact with the interviewer.
* Do not fidget or make other nervous gestures.
* Try to use hand gestures naturally when speaking, especially when making key points. If you are not comfortable using your hands, then just keep them in your lap.

**EXTRA TIP**: Most interviewers have not been trained on the “*skill*” of conducting an effective interviewer. More than likely, they will not have a structured agenda, and will more than likely just make up questions as they go along. This could be a huge opportunity FOR YOU – if you take advantage of it! By briefly mentioning your top skills and/or accomplishments in your 60 Second Pitch, you may be able to “*lead*” the interviewer into asking “*follow up*” questions about areas of strength that you excel in and feel confident talking about. In other words, you can begin to control the interview, so you discuss areas of your strength!

**60 Second Pitch Template**

Hello, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and I am currently a student at Per

Scholas pursuing an entry level position in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

I am a person who <add key skills or strengths here>\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

OR I am pursuing a job like this because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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I believe I am uniquely qualified for this because <insert how you bring unique value

and/or how you are different from others in this field>\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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By <insert time frame> \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ I am looking for opportunities

to <insert what it is you are looking for and how they can help> \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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