



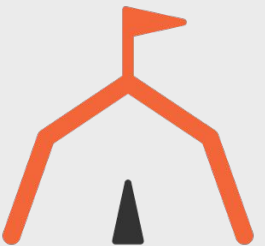
ELEVATOR PITCHES

GRAND CIRCUS 2018

ELEVATOR PITCHES

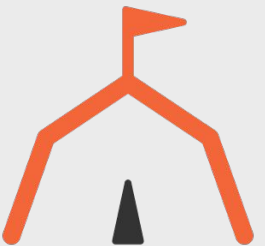
What is it?

- 30 second **summary & intro** to you
- Professional & personable
- Your opportunity to stand out & capture someone's attention



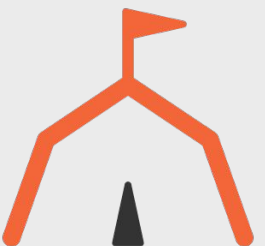
WHAT *ISN'T* IN AN ELEVATOR PITCH?

- Your whole life's story
- Excessive personal details
- Your salary expectations
- Meaningless jargon and/or buzzwords
- Undermining vocabulary (e.g. just, actually, etc.)
- Rambling



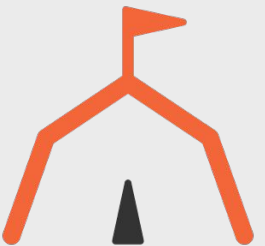
WHAT GOES INTO AN ELEVATOR PITCH?

- Information about your background
- Your skills/qualifications
- What you want to do with your skills
- Something unique about you
- Something specific to your audience
- A closer or direct ask



EXPLAINING YOU

- Create a narrative
- Identify the underlying themes
- Explain trajectory in terms of value you bring to others
- Be confident — be aware of body posture and tone
- Say why you're qualified — highlight your relevant skills that are specific to the job requirements



ELEVATOR PITCH FORMULA

- **Paragraph 1 [hello]:** An introduction, your name and the bootcamp you are currently in/graduated from
- **Paragraph 2 [career trajectory & transferable skills]:** An explanation of what you did before the bootcamp and what inspired you to transition into a career in tech
- **Paragraph 3 & 4 [relevant tech experience/skills]:** A bit about Grand Circus, what you learned and what you accomplished during the 12 weeks of bootcamp
- **The Closer [make direct connection to role or company]:** Close it out with an ask: *“I’m excited to start my career as a developer & would love to learn more about your company and any openings.”* [what you want]



Hi! My name is **GRANT** and I'm currently taking/graduated from the **FRONT-END/.NET(C#)** bootcamp at Grand Circus.

Before taking bootcamp, I was a **MATH TEACHER** working at **Grand Rapids Public Schools**. During my time there I learned a bit about web development through the classes I taught for students. This was mainly HTML/CSS, but it sparked my interest in development. I continued to learn more on my own until I decided I wanted to program full time.

I joined the **Grand Circus Bootcamp**, a 12-week, full-time, intensive program where we learned relevant skills like TDD, object oriented programming, Agile Methodology and skills in .NET/Front End *[add more info here that is relevant to your bootcamp]*.

Bootcamp also prepared me to work on a technical team. We worked on skills like team work, collaboration task and time management — and got really used to giving and receiving feedback. The last two weeks of the bootcamp I'll work/I worked with a small group to build a live web application from scratch. *[add more info about your project here]*

I'm excited to begin my career as a **DEVELOPER** *[or role you're applying for]* at **COMPANY** *[reasons why you're talking to them]*.

LET'S START WORKING ON IT

On a piece of paper:

- Write 5 bullet points about your background before the Bootcamp
- List 8 bullet points speaking to why you enrolled in a Bootcamp at Grand Circus
- List a few technologies and skills you're learning in Bootcamp
- Write 3 short sentences speaking to why you want to be a developer
- Write 3-5 unique/fun facts about yourself that you could make a connection with someone over

Together, these items should help craft your elevator pitch

