6 ▶ Uncovering Your Brand

30 Second Introduction

What is a "30 Second Introduction"?

It is a summary of your background, education, work experience and skills. This is also called an "elevator pitch" because it can be delivered in about the time it takes to ride from the bottom floor to the top of a building in an elevator. You want to make sure that you are talking about your positive attributes, strengths and what you have to offer. Keep your 30 Second Summary brief and to the point.

How to create your 30 Second Introduction:

1. Introduce your name (offer a firm handshake)
2. Outline your relevant education and training
3. Mention your relevant work experience (this can include volunteer, work or co-op experience).
4. Identify a few skills you would like to mention to the employer (i.e. proficient in SAGE and QuickBooks)
5. Take all of these points and create your 30-second summary. Make sure it is 30 seconds or less!
6. After it is written, practice, practice, and practice! Say it out loud and practice with a friend, advisor or in front of the mirror. Practice until you are happy with the summary you have created!

When to use your 30 Second Introduction:

1. Introducing yourself to potential employers and recruiters at career fairs
2. Contacting employers or leaving a voice mail message or prospective employers
3. Sending an email to introduce yourself to a prospective employer
4. When networking with friends, family and people you meet at events and activities, etc.
5. Networking at conferences, professional meetings, and other business events
6. Answering interview questions such as, "Tell me about yourself"
7. Your summary can also help you develop the "Highlights of Qualifications" section on your resume

Example:

"Hi, my name is Jane Smith. I'm a Post Grad Mobile Solutions Development co-op student at Conestoga College and I'm looking to secure a co-op position for the winter work term. I have an undergrad degree in Computer Science along with project experience developing applications. I'm really active with several organizations on campus, and have helped design websites for several groups. I like to research the latest technologies and created a mobile Facebook game app for android. I really like what your company is doing with your Facebook page and enjoy the interactive games you have for users"...

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Body Language

The effectiveness of your elevator pitch is not just based on what you say, but how you say it. When practicing and delivering your elevator pitch, consider:

- Posture
- Eye contact
- Volume
- Tone
- Facial expression (smile!)
- Clothing
- Handshake

30 Second Introduction
Create your 30 Second Introduction