Lesson 9: Elevator Pitch:

**Questions for Mentor:**

**The perfect Elevator Pitch:**

* 9 steps:
  + Clarify job target
    - Know how to describe field an type of job your pursuing
  + Put it on paper
    - Write down everything that might be useful, then wittle it down to the essentials
  + Format it
    - Who are you? What do you do? What are you looking for?
  + Tailor pitch to them, not you
    - They will want to know whats in it for them
    - Use benefit-focused terminology
  + Eliminate industry jargon
    - Easy to understand for anyone
  + Read your pitch out loud
    - Make it sound conversational, not a written prerehearsed infomercial
  + Practice, practice, practice and solicit feedback
    - Rehearse and record yourself and listen
  + Prepare variations
    - People you say it to are different (interviewer vs former colleague)
  + Nail it with confidence
    - Crush it
* How to answer “Tell me about yourself”
  + 1st step – who are you, what do you do?
    - Be specific!
  + 2nd step – why should they care?
    - Give something specific, something confident
  + 3rd step – what do you want? What are you looking for?
    - Compelling, why do you want this job?
  + Want to sound ambitious
  + Sound like you want a challenge

**Optimize LinkedIn Profile:**

* 31 best linkedin profile tips
* The more complete the profile, the better odds recruiters will find you
* Headline doesn’t have to be a job, could showcase specialty or value prop
* Use common words in job descriptions in profile
* Don’t waste summary space
* Use numbers
* Avoid buzzwords
* Use 1st person
* Add projects, volunteer experience or languages
* Request strategic recommendations and choose wisely which ones to show
* Join groups
* Only add people you know

**LikedIn Summary Section:**

* Usually underused
* Can add personality, optimize search terms, tell career story and inspire action from readers
* Linkedin uses summary for search results
  + Although not weighted as heavily as headline, job titles and descriptions of roles
* How to write summary?
  + Start strong
    - Catchy hook
  + Make linkedin summary keyword-rich
  + Open up about career – what’s next?
  + What are greatest accomplishments?
  + What are your goals and ambitions?
  + What are your guiding principles?
  + Why are you passionate about your current job or industry?
  + Were there any specific pieces of wisdom that you took away from past jobs?
  + Is there any unique knowledge you've brought into your industry from other life experiences?
* I think the best type of summary for me would be example 4 – the blended summary