**[How to pitch yourself in 30 seconds](https://www.fastcompany.com/90925024/how-to-pitch-yourself-in-30-seconds" \o "How to pitch yourself in 30 seconds), • 07-24-23 FAST COMPANY**

Many pitches are uninspired, uninformed or overly humble leading to a *disinterested*audience. So here’s how to pitch yourself in a way that hooks and keeps your audience’s attention.

The cornerstones of a great pitch are messaging and confidence. If either one is lacking, it just doesn’t work.

**ABC FRAMEWORK TO SELL YOURSELF IN 30 SECONDS**

Here’s my ABC Framework to Sell Yourself in 30 Seconds. It works whether it’s aimed for clients, press, or a potential employer:

**A)** **Accomplishments**

The people you are pitching do not know who you are, what you’ve done, what you’re passionate about, and how you can apply your unique mix of skills and talents for them. So you have to tell them—clearly and succinctly.

Take stock of your accomplishments. These can be anything ranging from sales figures you’ve achieved to academic degrees. Distinguish yourself in any way possible.    
  
**B) Business**

Be clear and concise about what you can do for the employer. What can you contribute to a firm? What does the employer need?

Make sure to include your “why.” What has driven you to apply for this job? The real connection happens from understanding the why.

**C) Confidence**

Confidence is exuded not just from what you say but your positive attitude and natural energy.

Positivity can be felt and help people connect with you. Tell a story, express yourself as a person, and be someone likeable.

**practice, practice, practice**

After you formulate your ABC pitch, practice it over and over. In the mirror. Yes, it will feel awkward. Then practice it with trusted people, colleagues, friends, and family.

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