

TELL ME ABOUT YOURSELF

The Elevator Pitch

What is your value proposition?

Can you highlight your core strengths in 30 seconds?

Are you ready to make a powerful first impression at any time?

"Tell me about yourself." Job seekers screw this up all the time - with everything from "Where do you want me to start?" to telling their whole life story or walking step by step through their entire resume. The attention span of the average person is just 30 seconds long before their mind starts wandering -- but how do you sum yourself up in just 30 seconds?

First, remember that the purpose is just to get a conversation started. Your pitch does not have to go into your career history, it is just intended to gain enough interest for someone to want to know more. That said, your pitch should be clear, concise, conversational, easy to understand... and very compelling!



A solid elevator pitch is one of your most useful job search tools and the process can be both clarifying and illuminating. A good pitch addresses who you are, what you do and why you would be a perfect candidate... in a memorable way. It becomes a comfortable starting place, and reference point, for interviews, networking, social gatherings, and even interested family and friends.

The first step is to put your thoughts down on paper. Answer these questions with the things you would most like a potential employer to know about you. Keep your answers brief, but be ready to elaborate if someone wants to know more.

What are your top three strengths?

What are you really good at and fills you with energy and excitement? What talents do you have that you believe would be especially valuable to a company? What would your billboard advertisement say about your top selling points?

1. _____
2. _____
3. _____

What are your top three accomplishments?

Consider previous work experiences, educational projects, problems you've solved, challenges you've overcome, deadlines you've delivered on, impacts you've made, numbers you've achieved, ideas you have implemented, etc.

4. _____
5. _____
6. _____

What three adjectives come to mind to describe you?

What traits makes you unique? How would others describe you? What do you like the most about yourself? What are you most passionate about?

7. _____
8. _____
9. _____

List three reasons why you want to work in this career?

What do you find interesting about this type of work? When are you having the most fun? What contributions would you most like to make?

10. _____
11. _____
12. _____