



Elevato
Pitch

**Building Your Bio &
Perfecting Your Pitch**

Agenda

What is an elevator pitch?

Why is it important?

Writing exercise to understand your skills

Developing your pitch

Examples

Common mistakes

YOUR
FUTURE

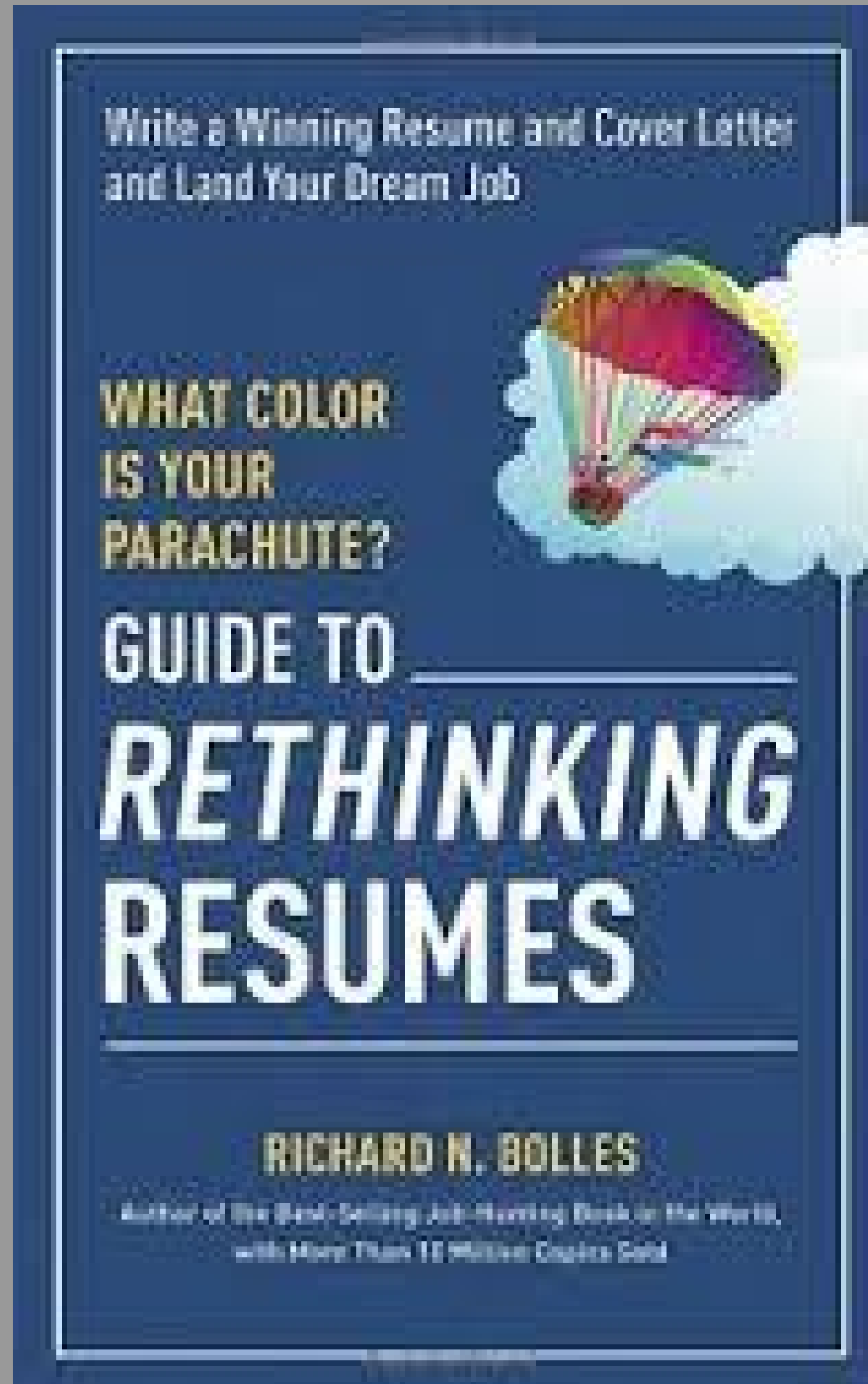


30 seconds to
share who you
are, your skills,
and leave a
lasting
impression...

Why write a pitch?

- Speak readily about your purpose
- Create a strong personal brand
- Network with employers
- Highlight a Resume Summary
- Begin a strong Cover Letter
- Start a LinkedIn Summary

Writing Exercise - Know the Self



“The flower representation of You has seven petals (including the center) because there are seven sides to You, or seven ways of thinking about yourself...You could choose just one, two, or three of these sides of yourself - let us say, "what you know," "what you can do," and "preferred salary" - as your guide to defining what kind of work would match You. But what the Flower Diagram does is describe who you are in all seven ways, joined together on one page, in one graphic. After all, you are not just one of these things; you are all of these things.” - Richard N Bolles

Flower Diagram Exercise

“I am a person, who...”

Petal #1 - Goal, Purpose, or Mission in Life

Petal #2 - Favorite Knowledges or Fields of Interest

Petal #3 - Favorite Transferable Skills

Petal #4 - Preferred Kinds of People to Work With

Petal #5 - Favorite Working Conditions

Petal #6 - Preferred Salary Range

Petal #7 - Preferred Place(s) to Live



How to complete the exercise

Petal #1 - Goal, Purpose, or Mission in Life

- Definition or description of your purpose.
- What are your goals and values?

Petal #2 - Favorite Knowledges or Fields of Interest:

- What skills do you know from your previous jobs?
- Which skills did learn outside of work?
- Which fields, careers, industries sound interesting to you?

Petal #3 - Favorite Transferable Skills

- Skills that can assist you in your web development roles; communication, time management, project management, design sense, aptitude to learn quickly, problem solving, etc.

How to complete the exercise continued...

Petal #4 - Preferred Kinds of People to Work With

- What kind of team do you want to work on?
- What type of people do you work well with?

Petal #5 - Favorite Working Conditions

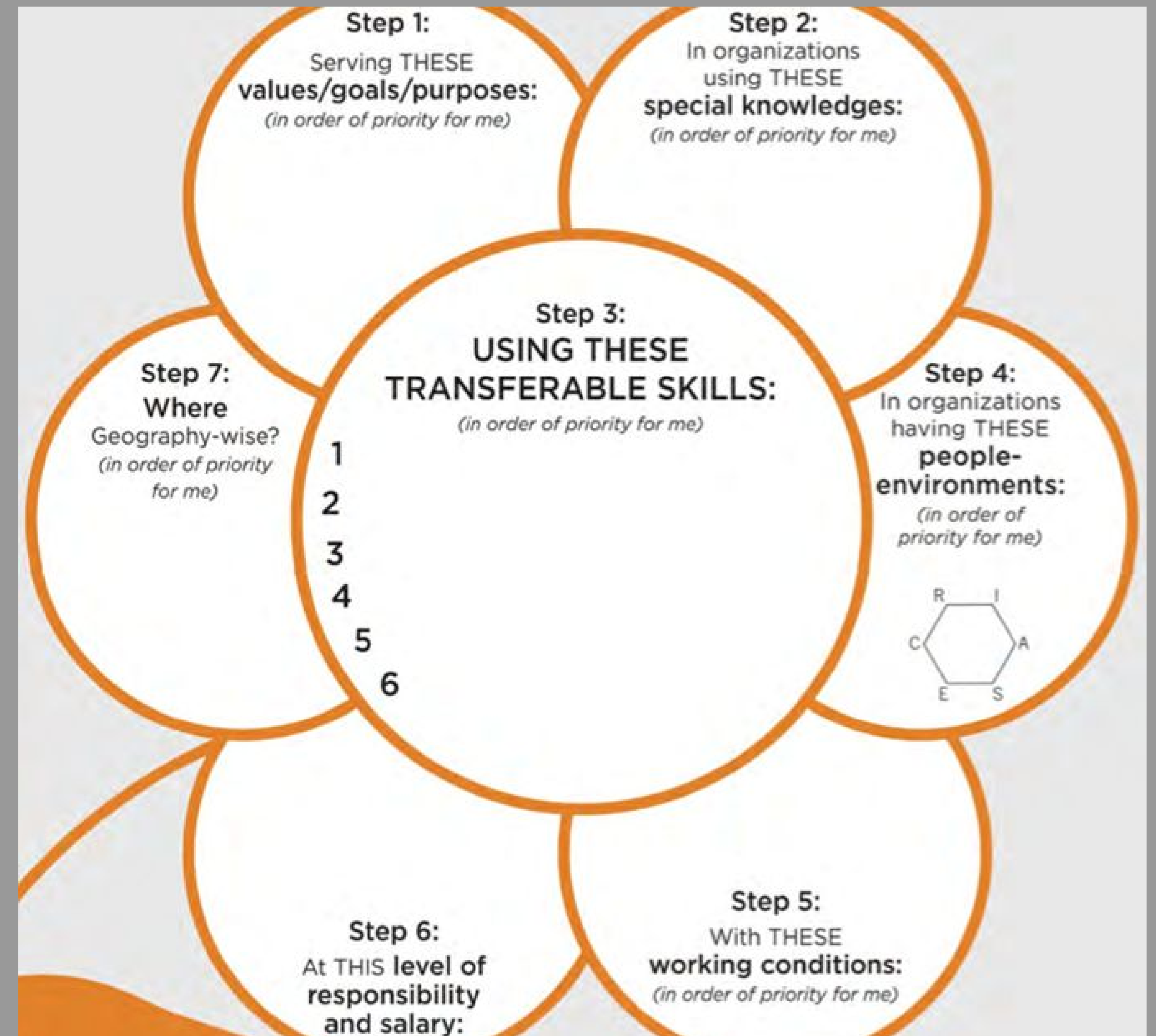
- Describe your preferred environment

Petal #6 - Preferred Salary Range

- Base your range on research and reality
- List the Yearly Salary & the Hourly Wage

Petal #7 - Preferred Place(s) to Live

- Do you want to stay local?
- Do you want to relocate, if so where?
- How far are you willing to drive, travel?



Developing a pitch

**Story or
Professional Goal**

**What sets you
apart**

Skills

**Call for Action or
Ask**

A Few Examples

*I'm a multimedia artist. I do photography, film production, and web design and development. And, luckily, I come from a corporate background, so I have the research and management skills to develop projects like the multimedia blog I just launched. I am making a full transition to web development and would appreciate any advice you might have to share. - **Networking***

*I fell in love with technology after winning a programming contest in eighth grade. That led to a degree in computer science, and I've now worked in IT for eight years. I recently wrapped up a full stack flex program in Web Development and I'm now looking for opportunities to build robust applications with a fast paced and growing company. Do you have any suggestions on places I should be targeting that might not be on my radar? - **Networking***

I'm a technophile and web developer specializing in testing, website maintenance, and tech support for small businesses. And I'm also passionate about being a mom and a co-owner of a medical business. I am thrilled about this job opportunity and look forward to the opportunity to work with your team. -

Interview

Best Practices



**Business
Etiquette &
Appearance**

**Brief &
Engaging**

**Practice
out loud**

**Show
Confidence
& Passion**

**Look the
person in
the eyes**

Common Mistakes

Lack of Confidence

- *I don't have a lot of experience*

Lack of Focus or Goals - *I am not sure what I want to do...*

Inability to articulate skills and abilities

Sounding unprepared and unnatural

Now it is *your* turn...