
Video Transcripts

Elevator Pitch

The term 'elevator pitch' was created to describe what you should say, if you were in an elevator with someone that you wanted to make sure knew you and what you can do in your career. In this scenario, you only have 30 seconds to one minute to make a memorable impression, so this person remembers you. Essentially, an elevator pitch is what anyone can use to structure their introduction, to provide a snapshot of your professional self in what you can do. It is important to know your elevator pitch to effectively communicate who you are, your goals, and your potential.

This session will cover the elements of an elevator pitch, elevator pitch recommendations, and additional resources. You want your elevator pitch to answer three questions. The first is, who are you? This is your first impression, so you want to only share current and high level information. Share your name, any other relevant information such as your current work industry, department, role, a common acquaintance, or colleague you have with this person, a project or anything else that would engage your audience. Share the scope of your work or years of experience but keep it short. Do not go into too much detail.

This is not a time to verbally share your entire work history. Remember how brief a ride in an elevator is. This is essentially your story that you are sharing. If you have an interesting way to frame who you are in a more interesting way, than just stating facts about yourself, that will be more memorable. Some people remember stories more than facts. The second question you want to answer when creating your elevator pitch is, what is your experience, or what are your relevant skills and abilities. You want to provide context and information that highlights your unique contributions to your profession.

Sharing your accomplishments or specialization, can add context and engage your audience.

As you're putting together this part of your elevator pitch, you will adjust it for the situation that you're in. If you're trying to move into a different career, can you describe how you are prepared for this new career, even though it's a new venture for you? This is something you may consider when creating your pitch. What do you share in a social meeting or industry event, will most likely not be what you share in a job interview? In a job interview, you're going to answer the question, "Tell me about yourself". Your response to that question though should be longer than 30 seconds. There should be much more detail in that response. So, aim to have that response time and be closer to two minutes. You can use your elevator pitch as a starting point but you will want to expand upon it if you are in an interview situation. The third part of your elevator pitch should describe your goal. Is it your goal to ask something of your audience, an introduction to someone else, an informational interview, a discussion at a later time?

While you should be clear with what is motivating you or what your goal is in the conversation, you do not want to be pushy or aggressive. This will overstep professional boundaries and common courtesy. Since you have only just met this person, it is also inappropriate to directly ask for a job. If the person you are speaking with offers information about an open position or future opening, they have opened the discussion for you to let them know that you are job seeking and would like to keep in touch. Putting the three sections together, you can see the beginning with who you are, the middle with your experience, and the end with your goal or ask. Customize your version with your experience, strengths, and goals. Experiment with different versions of your elevator pitch to make sure that you are comfortable with it. Another example here, shows the specific keywords. Creative marketing is a strength. Worldwide clients and that they worked at a startup company showcases experience. Google Ads and Facebook Ads platforms, describes this person's knowledge, stating the desire to move into digital marketing is the goal of the pitch. You want the details of your story or pitch to be memorable to the person with whom you are speaking. Here we have some elevator pitch recommendations. Aim for 30-60 seconds in length. Have a beginning, middle, and end.

Remember keywords and phrases. Create and try different versions of your pitch until you find one that feels authentic. Practice, it takes time and practice to perfect

your elevator pitch. Therefore, practice as much as possible. Practicing with a friend or classmate is helpful to get feedback on your message delivery. Find different situations to introduce yourself to practice your pitch. If you are able to get an agreement to meet with someone at a later time to learn more about them, commit to a follow-up date and time. If you tell someone you will follow up, follow up with them. Here are some additional resources to prepare your elevator pitch and see additional examples. Your pitch will change over time as you gain more experience. Remember to update your pitch as you gain more skills and accomplishments and find opportunities to tell your story and practice.