Elevator Pitch Overview and Tips

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If you have a competitive pitch, an employer will be intrigued and will want to learn more about you. Your elevator pitch will convey the essential ideas from your brand statement and bring your story to life.

You can use your elevator pitch in a variety of circumstances.

* The answer to an opening “Tell us about yourself” question in an interview
* At a networking event (a meet-up, job fair)
* At an informational interview
* Literally, when meeting someone in an elevator or on a plane or at a grocery store

You will alter the pitch based on the audience and purpose, but the essential ideas should stay the same. It helps to have a basic pitch that you are ready to use and tailor to any given situation. To prepare your pitch, think about what would you add to your branding statement in a conversation.

**What makes a great elevator pitch?**

* It is brief— approximately 30 seconds.
* It is delivered with composure. This means you are not speaking too fast, you sound confident, and you are making eye contact.
* It is persuasive.
* It includes who are, what you do, and what you want to do.
* It makes the listener want to know more about you.

**How to use the pitch in an interview….**

**Make it about you**

* Who you are, what you do, and what you want to do.
* Show passion, enthusiasm, and willingness to learn. These characteristics are very valuable for anybody jumping into an entry-level position, transitioning to a new career, or entering a new company.
* Be unique. Find identifiers in your own story that help you stand apart from other applicants. Be willing to open up.

**Tailor the pitch to the company**

* Highlight aspects of the company mission/product/team that appeal to you and led you to apply for the role.
* Reference the company culture.

**Tailor the pitch to the job**

* Find projects from the Bootcamp course where you have used the kinds of technologies listed on the technical stack of the job description.
* Identify transferable skills from unrelated work experience (i.e. collaborating across departments, working with a team, meeting deadlines, juggling multiple priorities).

**Tailor the pitch to the interviewer**

* Connect with the interviewer personally and show that you know who they are.

**How to use the pitch for general networking…..**

**Connect with the person**

* Strive to be warm and friendly; ask questions to show genuine interest and to give you information so you can tailor your pitch.

**Talk about your strengths and goals**

* You identified these in your brand statement. They are a mix of your skills, strengths, and personal attributes.

**Talk about projects with exciting technologies that are more marketable**

* Emphasize excitement about these new technologies and talk about why they are powerful and what makes them so functional.

**Think about the project of which you are most proud**

* By doing so, you reflect true enthusiasm and expertise. Be sure to include why it makes sense to use the technologies for that particular project.

**Let’s look at some sample pitches….**

**Read this pitch that Corey used in an interview — what do you notice about it?**

My passion for quantifiable data sets comes from the importance of data’s ability to promote a better ROI and streamlined processes, regardless of the industry.

Recently I completed a project for Starbucks, where I conducted data analysis of Starbucks across the country through API integration with google maps to identify locations, then worked with subsets of Starbucks data to determine geographical impact per location through sales, population, cultural, and climate metrics. Through this research, I was able to outline the most profitable locations of Starbucks and understand the underlying factors as to why, which in result could help target their efforts in marketing, sales, and expansion; ultimately producing a better ROI. I ran the same analysis for Dunkin Donuts and McDonald's to see where Starbucks could have more of an impact. Tools to produce this data included: Python, Numpy, Pandas, D3 for visualization, Tableau, and Hadoop for machine learning.

I am passionate about utilizing data to create impactful business decisions and it is why I have pivoted my career to become a data scientist. Combined with my transferable skills as a \_\_\_\_\_, I am confident in my ability to help you company grow in all the right ways.

**This pitch is strong because Corey:**

* Starts with his experience and interests, including a specific example of success.
* Connects specifically with the company he is talking to by talking about specific applications he’s built that are aligned with company needs.
* Expresses confidence and a willingness to learn.
* Finds a way to connect with the person he is speaking as individuals.

**Now take a look at this pitch that was used at a networking event.**

I graduated from the [Program] Bootcamp where I recently completed a project for Starbucks. I conducted data analysis of Starbucks across the country through API integration with google maps to identify locations, then worked with subsets of Starbucks data to determine geographical impact per location through sales, population, cultural, and climate metrics. Through this research, I was able to outline the most profitable locations of Starbucks and understand the underlying factors as to why.

This project, along with several others, helped me gain the skills needed for someone to excel at {said} position, namely, working with various types of APIs, programming in Python, manipulating Pandas dataframes and visualizing the results in Matplotlib. I am ready to get my foot in the door and grow within a company to learn good standards and practices that will help my professional development. Ultimately, I want to grow within a company to eventually become a Senior Data Scientist.

**This pitch is strong because it:**

* Shows real success and skill in the work
* Highlights specific and unique skills
* Demonstrates excitement to learn and grow

**Articles & Resources**

* ​[**How to Introduce Yourself at a Job Fair**](https://www.thebalance.com/how-to-introduce-yourself-at-a-job-fair-2061621)​
* ​[**Three Elevator Speech Examples for the Job Hunt**](https://www.roberthalf.com/blog/job-market/3-elevator-speech-examples-for-the-job-hunt)​
* ​[**Elevator Speech Examples and Writing Tips**](https://www.thebalance.com/elevator-speech-examples-and-writing-tips-2061976)​
* ​[**Four Messages You Need to Know and Nail to Pitch Yourself**](https://www.themuse.com/advice/4-messages-you-need-to-know-and-nail-to-pitch-yourself)​
* ​[**Best Elevator Pitch**](https://careersidekick.com/best-elevator-pitch/)​
* ​[**Elevator Pitch Video Example**](https://www.youtube.com/watch?time_continue=4&v=Oy6S0iTZx54)