

Elevator Pitch Template

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Fill this out prior to your career coaching call.

The scenario

Imagine that you just bumped into a former colleague or an acquaintance. This person is curious about what you've been up to. What do you say? Use this worksheet as a framework to help develop your story and 30-second pitch. Remember to:

1. Explain what you do
2. Communicate Your Value
3. Promote an achievement
4. Show passion
5. Ask a Question

What to say

Prompt	Example	Your turn
Currently, I am...and my dream/goal is to...	I recently enrolled in an intensive Bootcamp with the goal of becoming a UX designer	
I am passionate about this area/industry because...	I am passionate about creating beautiful, simple, and user-friendly designs and...	
I'm really excited to contribute...	I'm excited to combine my fine arts background with design principles at a tech company	
Recently I had the opportunity to work on...	Recently I had the opportunity to propose a redesign of an audio storytelling app to better align with user interests and goals. It was awesome to apply what I'm learning at a real company.	
Ask a question	By chance do you know of anyone who works in this field who would be willing to chat with me?	

Bring it together (example):

I'm currently taking classes to become a UX designer. You may remember that I studied fine arts in college. I'm excited about combining that with design principles for a tech company. I love the idea of creating beautiful, simple, and user-friendly designs. Recently I had the opportunity to propose a redesign of an audio storytelling app for a startup. It was awesome to apply what I'm learning to a real company. By chance, do you know of anyone who does something similar?

Bring it together (your turn):

Keep in mind that:

- The above template is just a guide for your conversation and you likely won't get through all of this in one breath. Be flexible with what info you give.
- Practice different variations of your pitch, so it doesn't sound contrived - you will notice that in the example above, the full pitch differed slightly from what was written in the template
- Limit your pitch to no more than 30 seconds or you risk losing your listener
- Your pitch
 - can be used both in-person and virtually
- Consider modifying this for the About section on your LinkedIn profile or in responding to "Tell me about yourself" during an interview
- Tailor this depending on the situation
- Remember that networking is a two-way street. You should also ask questions about the other person.