

The four-step elevator pitch is explained in more detail below but essentially your pitch should answer the following questions:

Who are you?

What do you do?

What do you want?

1. Start by introducing yourself

As you approach someone to pitch at an event, interview or anything in between, start with an introduction. State your full name, smile, and add a pleasantry like, "It's nice to meet you!"

2. Summarize what you do

This is where you'll give a brief summary of your background. Include the most relevant information such as your education, work experience and/or any key specialties or strengths. If you're not sure what to include, try writing down everything that comes to mind. Then remove anything that's not critical to explaining your background and why you've got what your audience may be looking for. Once you've got it down to a few points, organize them in a way that makes sense in your story.

Here's an example:

"Hi, my name is Sara Smith. It's nice to meet you! I'm a PR manager with a special focus in product launches. Along with my seven years of professional experience, I recently graduated with my MBA from XYZ University, with a focus on consumer trust ..."

3. Explain what you want

This step will depend on how you're using the pitch. The "ask" of your pitch could be a consideration for a job opportunity, internship or to get contact information. This is a good opportunity to explain the value you'll bring, why you're a good fit for a job, or generally what your audience has to gain from your interaction. Focus on what you have to offer during this section of the speech.

Let's go back to Sara's pitch:

"Hi, my name is Sara. It's nice to meet you! I'm a PR manager with a special focus in product launches. Along with my seven years of professional experience, I recently graduated with my MBA from XYZ University, with a focus on consumer trust. I find the work your PR team does to be innovative and refreshing and I'd love the opportunity to put my expertise to work for your company ..."

Related: Interview Question: "Tell Me About Yourself"

4. Finish with a call to action

You should end your elevator pitch by asking for or stating what you want to happen next. Examples can include asking for a meeting, expressing interest in a job, confirming you've fully answered an interview question or asking someone to be your mentor. Remember: you've just met this person, so make the ask simple with little required on their part.

If they agree to your request, thank them for their time and get their contact information. If they don't agree to your request, gracefully end the conversation by thanking them for their time and, if appropriate, ask if you can send a follow-up email.

Here's an example from the pitch we've been building:

"Hi, my name is Sara. It's so nice to meet you! I'm a PR manager with a special focus in product launches. Along with my seven years of professional experience, I recently graduated with my MBA from XYZ University, with a focus on consumer trust. I find the work your PR team does to be innovative and refreshing and I'd love the opportunity to put my expertise to work for your company. Would you mind if I set up a quick call next week for us to talk about any upcoming opportunities on your team?"

Related: Behavioral Interview Questions (and How To Answer Them)

Tips for delivering your elevator pitch

Here are a few quick tips to keep in mind:

Speak naturally

Do your best to deliver your elevator pitch in a conversational tone. You might find it helpful to write your pitch down in abbreviated bullet points. When you practice giving it, you'll train yourself to remember ideas instead of memorizing a direct script which can make your presentation sound more organic.

Slow it down

If you speak too quickly, the listener might miss some information. Give your elevator pitch at a slower, thoughtful pace to ensure they have time to process what you're saying. Tip: taking a few relaxed, deep breaths can help slow your speech.

Use one pitch for most (but not all) occasions

It's a good idea to have one general pitch that you can use at any moment, but you should try to tailor your pitch whenever you can. The more personalized your ideas are, the more likely you are to get a positive result from the conversation. It shows your genuine interest and respect for the listener's time.

#### Make it easy to understand

Use plain language in your elevator pitch that all audiences can understand. For instance, if you include a lot of technical jargon and industry-specific terms that only someone with your skill level would know, then you might alienate a recruiter, or anyone else, who doesn't have the same level of knowledge. Save niche terms for a technical interview.

#### Elevator pitch examples

Let's take a look at some additional elevator pitch examples from a variety of job titles and situations you can refer back to when creating your own:

Context: In an interview

Job Title: Executive Assistant

"Hi, my name is Mark Smith. It's nice to meet you! After graduating with my Bachelor's degree in Business Administration, I've spent the last three years building professional experience as an Executive Assistant. I've successfully managed end-to-end event coordination and have generated a strong professional network for my colleagues. I was excited to learn about this opportunity in the sports management space. I would love the opportunity to bring my project management and leadership abilities to this position."

Context: Seeking a mentor

Job Title: Graphic Designer

"Hi, I'm Molly Smith, so nice to meet you! I'm a Graphic Designer at ABC Inc., where I'm passionate about creating beautiful, intuitive designs for a variety of marketing collateral for our top-tier clients. Before that, I got my Master's in graphic design. I'm looking for experiences to learn more about career paths and ways to grow into assuming an Art Director role in the next few years. Your work with the XYZ brand has inspired the ways I think about design. I would love to talk more about a potential mentorship with you if that's something you have time for and would be interested in."

Context: Adding a contact

Job Title: Business Analyst

"Hello! My name is Anwar Smith, it's a pleasure to meet you. I have a background in Business Analytics with just over 10 years of experience creating data-driven solutions for various business problems. Specifically, I have had great success in the strategic evaluation of data analysis with our executive staff. It sounds like you do similar work and I would love to keep in touch to learn more about what you and your company do."

Context: Seeking a job opportunity

Job Title: Media Planner

"Hi, I'm Tom Smith. I've spent the last eight years learning and growing in my role as a Media Planner, where I've developed and optimized strategic media plans for our top client and managed a subset of planners as a Team Lead. One of my proudest achievements was a pro-bono project that was recognized as a top non-profit campaign last year. I've been interested in moving to a non-profit for quite a while, and love what your company does in education. Would you mind telling me about any media planning needs you may have on the team?"

#### Upgrade your resume

Showcase your skills with help from a resume expert

When you should use an elevator pitch

At a career fair

A polished elevator pitch is useful at career fairs where your time to interact with employers is often limited to just a few minutes. In this instance, use your pitch to quickly make a good first impression and stand out from other candidates. When you introduce yourself to an employer at a career fair, lead with your elevator pitch but try not to jump into it immediately. First, exchange names and greetings, then the employer will likely reply with, "Tell me about yourself." If they don't, then you could say, "I'd love to tell you about myself—would that be ok?" Then begin your pitch.

Related: How To Get the Most Out of Job Fairs

During professional networking or membership events

Whether you are actively looking for a new job or simply interested in meeting new people, use your elevator pitch during professional events to build your network. You might be pleasantly surprised to find

that someone has advice, helpful connections or an interesting opportunity for you based on the experience and passion you mention in your pitch. On the other hand, you may be able to help someone else in their career after sharing your pitch if you have the experience they're looking to gain.

Related: [47 Great Questions To Ask at a Networking Event](#)

For internal networking

Internal networking refers to exchanges you have with peers or leaders within your current workplace. An internal networking opportunity might occur spontaneously when you introduce yourself to someone in the minutes before a meeting, while collaborating on a project or maybe even when sharing an actual elevator or other common space. This kind of interaction can also be planned. For example, if you are interested in becoming a business manager, you could approach a business manager at your company and use your elevator pitch to propose an informational interview to learn more about their role.

In your online profiles

Include a written version of your elevator pitch in your online profiles to “introduce” yourself to employers virtually. This can help recruiters find you in a targeted search and encourage them to contact you. It can also generate higher-quality contacts from employers since you are proactively addressing what kind of opportunities interest you and the skills you bring.