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# Tell Me About Yourself: Elevator Pitch



EMERITUS

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# Elevator Pitch



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If you had 30 seconds in an elevator with someone, how would you describe who you are and what you do?

- Who are you?
- What are your relevant skills/abilities/experiences?
- What is your goal for this interaction?



# Who are you?

- Include your current work, role, project, etc.
- Focus on most relevant information

*Hi, I'm Mark, and have experience in engineering and consulting.*



What are your  
relevant skills/  
abilities/  
experience?

- Provide context/details to describe who you are
- Adjust these details based on the setting



What is your  
goal for this  
interaction?

Or...what is your ask?

- Commit to a follow-up
- Be clear, not pushy



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# Elevator Pitch: How To



## How To

1. Who are you?
  - What words come to mind?
  - Can you share the scope of your work or years of experience?
2. What are your relevant skills/abilities/experiences?
  - Are there accomplishments that add depth to your introduction?
  - Can you explain why you are making a career shift (connect the dots)?
3. What is your goal for this interaction?
  - 30-60 seconds and memorable





## Putting It All Together

*As a conference planner, I have spent the last 5 years delivering an exceptional customer experience for our worldwide clients. One of my strengths is creatively marketing events to our clients using my advanced knowledge of the Facebook Ads platform which I developed working at a startup. I've been interested in moving into digital marketing for a while, as I am passionate about using data to create innovative creative campaigns. I would love to learn more about the work you are doing. Would you have 20 minutes to talk with me?*



## The Audience: Networking Event

### **Connection**

- *Develop a rapport*

### **Active Listening**

- *Listen more than you speak*

### **Call to Action**

- *Commit to a follow-up and/or next conversation*



## Additional Resources

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- [How to Prepare the Perfect Elevator Pitch](#)
  - Focused on entrepreneurs, will work for anyone
- [How to Give an Elevator Pitch \(with examples\)](#)

