

Elevator Pitch Template

Fill this out prior to your career coaching call. To fill this out, make a copy and save to your drive (File > Make a Copy) or download as a Word document.

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. 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 Data Scientist	
I am passionate about this area/industry because...	I am passionate about using data to help make data driven decisions...	
I'm really excited to contribute...	I'm excited to combine my background in Finance and my Data Science skills and contribute to...	
Recently I had the opportunity to work on...	Recently I had the opportunity to collaborate with a small-sized startup where I helped to update their data sources to improve their collection processes. Which ultimately allowed them to have clearer data reporting	
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 a Data Science intensive course. You may remember that I previously worked in Finance, so I'm excited about combining that with data science at a tech company. I love the idea of helping a company make data driven decisions. Recently I had the opportunity to collaborate with a small-sized startup where I helped to update their data sources to improve their collection processes. Which ultimately allowed them to have clearer data reporting. 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.