

Crafting Your Story

Elevator Pitch



What is an Elevator Pitch?

An Elevator Pitch is a quick 30-60 second synopsis that states who you are, your background and experience, and your goals/what you are looking for.

Your Elevator Pitch allows you to be more confident when answering the “Tell Me about Yourself” question or speaking with others at a networking event.

Step 1: Who Are You?

Introduce yourself by sharing your name and what you currently do: What school do you attend, what is your academic program? Where do you currently work?

Step 2: Explain What You Do

Focus on the problems you solve and how you help people. If you can, add metrics that show your value in what you do. Maybe ask yourself: What do you want your audience to remember most about you?

Example: “Hi, my name is Ann. I’m currently a BBA student at Westcliff University and I am also volunteering at XYZ where I discovered I have a passion for ABC.”

Step 3: What Make You Unique?

*Mention qualities that you possess that make you unique and more valuable amongst a sea of people. If you are pitching a product, talk about what makes it unique and how it can bring something different to the table besides what’s already out there. **BONUS:** Talk about qualities that you possess that are more valuable to the employer or connection.*

Example: “I’d like to say I am self-driven, an excellent collaborator, and analytical. I’ve developed these skills in team projects, often taking the team lead roles in class projects. I’ve also been recognized for my ability to present ideas by my Athletic coach.”

Step 4:

What Are Your Goals?

Let the employer know what you are looking for: an internship, summer job, part-time or full-time work. It is okay to be straight forward about looking for a job.

Example: "I'm looking for experience to learn more about career paths and ways to grow into assuming an Art Director role in the next few years."

Step 5: Call to Action

What do you hope to accomplish from this elevator pitch? Do you wish to have a business card or set up a meeting to discuss a position further? Briefly let your audience know what they can do to follow up and hear more.

Example: "...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?"

Check for fine-tuning:

- ✓ Write down whatever comes to your mind
- ✓ Then cut out all the jargon and details that are not pertinent to make shorter and more powerful sentences.
- ✓ Make the connection from one sentence to another – it should flow naturally and smoothly. DON'T RUSH!!
- ✓ Know your audience and create different versions of your pitch for different audiences
- ✓ Memorize key points
- ✓ PRACTICE! PRACTICE! PRACTICE!

If you request further assistance or wish to practice, please contact the Career Services Department to make an appointment by emailing us at wucareerservices@westcliff.edu OR calling us at (949) 825-5566.