

THE ELEVATOR PITCH

WHAT IT IS

The “elevator pitch” is your chance to make a strong first impression to employers—it is a 30-60 second speech about yourself that succinctly tells your audience who you are and why you should be considered for hire. A good elevator pitch will make you stand out as more than a sheet of paper in a stack of resumes.

WHY IT'S IMPORTANT

A strong elevator pitch delivered confidently will catch the employer’s eye and spark a conversation about employment opportunities for you at the company.

WHAT IT SHOULD INCLUDE

1. **Name** (first and last, stated clearly)
2. **Year & Major/concentration** (say the name, not graduation date—ex. junior not ‘graduate in 2016’)
3. **What you’re looking for** (type of industry as well as internship or full time position)
4. **What you can bring to the table** (previous experience and advantageous qualities)
5. **How the company relates to your experience/interests** (show that you’ve looked into them)
5. **Means of communication** (give resume)
6. **Discussion of employment opportunity**

EXAMPLE

Hello, my name is Susan Swe, and I am a senior in Mechanical Engineering. I am concentrating in energy technologies and am looking for an internship position related to that field. I previously interned at a wind farm where I maintained wind turbines as well as took measurements of power production. I am particularly interested in energy efficiency, and I read your company works with customers for demand-side management. I'd like if you could take a look at my resume and tell me about openings in your company, as my experience makes me a good fit to the company.

CREATE YOUR OWN NOW

Hello, my name is _____ and I am a _____ studying
(name) (year)
_____ engineering. I am looking for a(n) _____ position that will allow me to use my
(type of engineering) (internship/full time)
_____ and _____ skills.
(skill) (skill)

Over the past few years I have _____
(work related experience)

_____.

I read that your company has/works with _____
(information about company)

which would be a good fit for someone with my experience. Here is my resume. What opportunities do you have available where I would be able to contribute to the company?

MORE TIPS

DON'T	DO
...use generic skills (ex. organizational/time management)	...give a firm handshake, eye contact, and a smile!

...forget to practice!

...ask genuine, specific questions about the company.

-DON'T use generic skills like "organizational" and "time management"

-DON'T forget to practice!

-DO give a firm handshake, eye contact, and a smile!

-DO ask genuine, specific questions about the company. Feel free to ask about culture and what their favorite thing about working there is!

Hi, I'm Sue Smith, and I'm a senior Accounting major at Minnesota College. I've done a lot of volunteer work over the past few years, and I'm especially interested in combining what I've learned in my major with the social service work I've done outside of class. I was very excited to see that the United Way has openings for accountants, and I'd love to be able to talk about those openings with you.'

Hi, my name is Samantha Atcheson, and I am a senior Environmental Sciences major. I'm looking for a position that will allow me to use my research and analysis skills. Over the past few years, I've been strengthening these skills through my work with a local watershed council on conservation strategies to support water quality and habitats. Eventually, I'd like to develop education programs on water conservation awareness. I read that your organization is involved in water quality projects. Can you tell me how someone with my experience may fit into your organization?

Nice to meet you, I'm Alex Biondo. I'm currently a senior and am studying Computer and Information Science. I hope to become a computer programmer when I graduate. I've had a couple of internships where I worked on several program applications with a project team. I enjoy developing computer applications for simple business solutions. The position you have listed in UO-JobLink seems like it would be a perfect fit for someone with my skills. I'd like to hear more about the type of project teams in your organization.

Hi, my name is Samantha Atcheson, and I am a senior Environmental Sciences major. I'm looking for a position that will allow me to use my research and analysis skills. Over the past few years, I've been strengthening these skills through my work with a local watershed council on conservation strategies to support water quality and habitats. Eventually, I'd like to develop education programs on water conservation awareness. I read that your organization is involved in water quality projects. Can you tell me how someone with my experience may fit into your organization?