

Develop a 30-Second Elevator Pitch

What is an elevator pitch?

An "elevator speech pitch" in regards to internship and job searching includes a 30 second overview of an individual's knowledge, skills, and accomplishments. The term comes from the time it takes to complete a normal elevator ride from the top to the bottom floor. An "elevator pitch" is an opportunity to get your point across in a timely manner; namely, who you are, what you've accomplished, and where you hope to go in the future.

(By Penny Loretto, About.com Guide

<http://internships.about.com/od/networking/g/elevatorspeech.htm>)

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Reference: "30-Second Elevator Pitch": Breakdown

An elevator speech includes five parts-

1. Who you are and the type of work you are looking for – Depending on your audience, explain what your positioning is in your industry so the listener is clear on what you are looking for

2. The Strengths You Want to Promote – This is where you tell listeners what you do. You can do this by describing 1 or 2 top skills you have that are sought for the targeted position, and an example of an achievement.

A success story often works extremely well here because stories are easier to remember, easier to say and can quickly capture attention. In the short story include the skills and value you use and will bring to a new employer such as an achievement that you can quickly convey.

3. Action Step – If the situation calls for an action step offer a business card, ask for one and if you can call them soon, ask if they know of someone they could talk with or a company that could use your experience. It is bold but can be very effective.

4. Trim & Strengthen Speech – Write the speech so that it is easy to say and easy to understand. Once you have the information you want to share written down, begin to shave it down and flesh out the excess so that your value really stands out and your 30 seconds of time is something that will be remembered.

5. Practice, Practice, Memorize, and Practice some more – Once your speech is clear and ready, read it, say it and memorize it. Practice it until it sounds effortless and then get out there and start using it.

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Reference: Sample - "30-Second Elevator Pitch"

Hello, My name is Nichole Jackson. I am currently a senior at Boys and Girls High School. I am looking for an entry level position in the transportation industry.

I am very outgoing, able to work independently and work well in situations where I am under pressure, as demonstrated in my last job as a cashier at a busy store. As a cashier I was able to accurately handle money and interact positively with a lot of different people.

I am fluent in Spanish and have good attendance at school, which shows that I am dedicated. I am looking to pursue a career in the transportation and would like to start as a Ticket Agent. I know that my skills and experience will make me a great candidate for the job

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Worksheet: "30-Second Elevator Pitch"

1. Who you are and the type of work you are looking for

2. The Strengths You Want to Promote

3. Action Step (write a potential action you can take)

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4. Write, Edit & Strengthen Speech

5. Practice, Practice, Memorize, and Practice some more !

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Additional Information & Resources



Read on!

Here are a few YouTube clips about how to give a 30-second elevator speech. They are short clips (under 3 minutes); you can even watch them on your phone.

Take a look at college student Jonathan Butler's 30-second elevator speech!

<http://www.youtube.com/watch?v=uueccA2yOcs>

Here's a spin on the 30-second elevator pitch

<http://www.youtube.com/watch?v=AX17zJVt8WQ&feature=related>

A student nails it in 30 seconds (and in an elevator!)

http://www.youtube.com/watch?v=h86_LqgOLW8&feature=related

Seven seconds to make a first impression

<http://www.youtube.com/watch?v=5-ZpP4j09s0&feature=related>