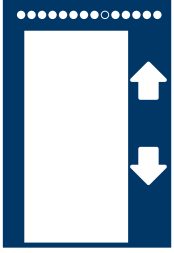


# Develop Your Elevator Pitch

## What is an Elevator Pitch?



- An elevator pitch is a 30 second introduction you can deliver to a potential employer at a networking event or career fair
- It explains who you are to career and business connections in a compelling way
- Like your resume, the elevator pitch is essentially another self-marketing tool

## How To Build Your Elevator Pitch

### PART 1

*Hi! My name is (first and last). I'm a third year student at Sheridan and I studying (name of program).*

### PART 2

*My area of expertise in (occupation / field of interest) includes (list your skills for that job).*

### PART 3

*My research shows that your company is \_\_\_\_\_ (use your company research to state something specific about the company). I am very interested in learning more about (opportunities at your company for x job title).*

## ELEVATOR PITCH DON'TS

- ✗ **SPEAK TOO FAST** - *keep your pitch short, but don't rush so that it becomes hard for others to understand*
- ✗ **RAMBLE** - *practicing your pitch is important and helps you stay focused on delivering your main points*
- ✗ **SPEAK IN A MONOTONE MANNER** - *over rehearsing can make you appear unenthusiastic and robotic*
- ✗ **HAVE ONLY ONE PITCH** - *tailor your pitch to each company and be flexible to adapt on the spot*