

Creating an Elevator Pitch

(Adapted from Ohio State, 2021)

What is an elevator pitch?

An elevator pitch is a brief (think 30 seconds or so) introduction to who you are and what you are looking for. It gets its name because you should be able to give your pitch to someone in about the amount of time you would have riding between floors on an elevator!

What should be included?

1. Your name
2. Your current status/situation
3. Brief overview of your skills, strengths, experiences – emphasizing any information that directly connects with that particular individual or the employer they work for
4. A reference to the next step – generally a request for information or assistance

Here's an example:

Hi, my name is Kelly Kimbrough. I'm currently a junior at Austin Peay State University studying marketing with career interests in digital content creation and brand promotion. I have experience with managing a variety of social media platforms as well as utilizing Canva for creating promotional materials. I understand your company may be looking to expand their online presence. Is there someone I could talk to about opportunities within your company?

Fill in the blank.

Hi, my name is _____

I am a _____ at Austin Peay State University studying _____

My career interests are _____

I have experience with _____

My skills are _____

I am looking for _____

Let put it all together!

My rough draft elevator pitch:

Practice, practice, practice.

Talking about yourself may feel awkward at first, but practicing your elevator pitch will help you to become more comfortable sharing with others as you network. Practice in front of your mirror or ask a friend if you can say it to them. Change it up a little bit each time so it doesn't sound like you're reading from a script!