



## YOUR ELEVATOR PITCH: TELL ME ABOUT YOURSELF

The ability to introduce yourself to people you don't already know, or to update connections on what you are doing now, is an important part of job search and career development. Preparing a brief (30-60 seconds) introduction, often called an "elevator pitch," will help you answer opening questions in an **interview**, introduce yourself to employers at a **job fair**, and begin informational interviews while **networking**.

Your introduction should be short (30-60 seconds), structured, and relevant to your job search goals. In an **interview**, you will answer an opening "tell me about yourself" question with your full introduction. In **networking conversations**, you'll use your pitch more conversationally, weaving components into the conversation. Keep your pitch focused on who you are as a professional and aligned with your personal "brand."

### Who am I?

Include your name and a statement that describes you.

- "Hi, my name is Susan Foxworthy. I'm currently pursuing my associate degree in Natural Resources with a focus on conservation and education."

### What do I do?

Think about experiences, learning, and skills that are relevant to the job you are applying for or your career goal.

- "Last summer I volunteered at Mosquito Hill Nature Center where I developed a hands-on habitat exploration experience for elementary students."
- "Currently I'm learning about invasive species identification and control."

### What is my ASK?

Explain what you are seeking from this interaction. This will depend on the context of the conversation (interview, job fair, networking meeting, etc.) and on your goals.

- Interview: Explain why you are interested in the job and/or the company:
  - "I am interested in the opportunity because it will give me the opportunity to build on my experience and education while contributing to business success in a new way."
- Job Fair: Explain the type of job or internship you are seeking and ask if/how the organization has this kind of opportunity.
  - "I'm here today because I want to explore internship opportunities in electrical engineering technology. I know Xcorp is a leader in manufacturing innovation and an internship with you would put me on the cutting edge."
- Networking Event/Informational Interview: Explain your interest in the person's organization and/or career path.
  - "Thanks for your time today. I am working toward a career in \_\_\_\_\_ and am interested in learning more about your experience in the field."
  - "I'm really interested in welding opportunities with Xcorp, and I'd like to learn more about the company."

### Thank You:

Your pitch will open conversation when you say thank you. Here are some examples:

- Interview: "Thanks so much for inviting me to interview, I'm excited to meet with you today."
- Job Fair: "Thanks so much for taking the time to talk with me today."
- Networking: "Thank you so much for meeting with me today, could you tell me how you got started in this industry?"

### A reminder to follow up:

Just a reminder that whatever the setting – interviewing, networking, or a job fair – follow up is essential to successful job search and career development. Use email or LinkedIn to follow up after any important or fruitful meeting. Your message should be short, remind the recipient of your conversation, thank them for speaking with you, and express your desire to keep in touch. When using LinkedIn, invite the person to join your network.