

## What is an Elevator pitch?

- + Impactful way for someone to promote themselves in a short period of time. (30 seconds when networking/2 minutes or less when interviewing).
- + Answer to the interview question: *Tell us a little bit about yourself and why you are interested in this opportunity?*

## Elevator pitch components

- + Name and major/minor/certificate and how far you are in your program (*education*)
- + How did you become interested in this career path? Why are you passionate about it? (*story - your why*)
- + What are you working on/involved in outside of the classroom? What are you enjoying/skills are you developing? (*work/internship/student involvement*)
- + What do you hope to accomplish next? Looking for an opportunity to...? (*job/internship/more info about ...*)
- + Why are you talking to them today? (*interest in the opportunity/company*)

————— **stop here in an interview setting** —————

- + End with a question (*for use during career fairs/networking events*)

## Elevator pitch example

- + Name and major/minor/certificate (*education*)

*Hi, My Name is Logan Smith, and I'm a second year business management major at Stark State College.*

- + How did you become interested in this career path? (*story - your why*)

*I am passionate about management and have been since I was young. I'd work with my dad at our family business, where he managed three employees. He taught me that each customer as well as staff member is important, and a team is only as good as its leader. I knew at that point that I wanted to become a great manager and create innovative ways to provide customer service.*

- + What are you working on/involved in outside of the classroom? What are you enjoying/skills are you developing? (*work/internship/student involvement*)

*Although I've gained a strong understanding of the business world through my classes, outside of school, I've developed my organizational skills through my part-time job. I balance working 20 hours a week while maintaining a strong GPA.*

- + What do you hope to accomplish next/looking for an opportunity to...? (*job/internship/info*)

*This summer, I'm hoping to transition into an internship opportunity that will allow me to work in a team-based environment, applying my classroom knowledge to hands-on experience.*

- + Why are you talking to them today? (*interest in the opportunity/company*)

*From my research, I discovered that ABC company has a strong internship program that allows their students to cross train across multiple departments. Your company is also highly involved in supporting community initiatives, which is something I'm passionate about. This made me very interested in ABC, and I believe it would be a strong fit for me as a candidate.*

————— **stop here in an interview setting** —————

- + End with a question (*for use during career fairs/networking events*)

*I had a couple questions about the position you have posted on LinkedIn for Management Intern. Would you mind if I asked you those now?*

# your elevator pitch

**Create your own elevator pitch using the template below.**

Hi, my name is \_\_\_\_\_, and I'm a \_\_\_\_\_ year \_\_\_\_\_  
your name first/second your major/certificate program  
major at Stark State College. I am passionate about \_\_\_\_\_ because \_\_\_\_\_

Outside the classroom, I developed my \_\_\_\_\_ through \_\_\_\_\_  
transferable skill 1

describe how you've been building transferable skill 1

Additionally, I have increased my strength in \_\_\_\_\_ as \_\_\_\_\_  
transferable skill 2

describe how you've been building transferable skill 2

\_\_\_\_\_, I'm hoping to transition into a/an \_\_\_\_\_ that will allow me to  
time frame (this spring, next semester, etc). internship/job opportunity

review job description and align goals with job offering

From my research, I've discovered \_\_\_\_\_  
information about the company that drew you to be interested in applying

about \_\_\_\_\_, and I think it would be an excellent place to gain this experience  
company name

because \_\_\_\_\_  
reason you believe company would be a good fit

**stop here in an interview setting**

I have a couple questions about the position you have posted on \_\_\_\_\_ for  
LinkedIn/company website/job site

\_\_\_\_\_. Would you mind if I asked you those now?  
the position