



# elevator pitch

## 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/what skills are you developing? (*work/internship/student involvement*)
- + What do you hope to accomplish next? Looking for an opportunity to...? (*job/internship/more information*)
- + 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/certificate** (*education*)

*Hi, My Name is Logan Smith, and I am currently attending Stark State College majoring in Business Management. I will be graduating with an Associate of Applied Business degree in December 2024. I will also complete a Career Enhancement Certificate in QuickBooks/Payroll.*

- + **I am interested in this field because** \_\_\_\_\_ (*share your story-your why*)

*I am interested in the business management field because of one of my first courses that I completed while attending Stark State College, Business Law and Ethics. During this course, I was able to learn more about the typical business operations in today's working environment. The knowledge that I obtained from the course made me eager to learn more about business management and grow in the field.*

- + **What skills are you developing? Through my** (*coursework/work experience/internship/student/campus involvement*)

*Throughout my coursework, I have gained a strong understanding of business methods and how to analyze business situations. Next semester, I will complete an internship with ABC company where I plan to practice those skills and learn more about different business approaches in a professional setting.*

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

*As a next step, I am looking for a job opportunity that will allow me to gain hands-on experience working in a team-based environment and communicating effectively with all levels within the organization/company.*

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

*From my research, I found that ABC Company has a strong New Employee Mentorship Program that allows their new employees to be cross-trained across multiple departments. Reading about this program piqued my interest in ABC Company and I feel that I am a strong candidate for this position as well as a valuable asset to the team.*

— 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?*

### Other Example Questions:

*Can you share with me more information on your New Employee Mentorship Program?*

*What has been your favorite part about working at ABC Company?*

# your elevator pitch

Create your own elevator pitch using the template below.

Hi, my name is \_\_\_\_\_, and I am currently attending Stark State College majoring in \_\_\_\_\_.

I will be graduating with an Associate of Applied \_\_\_\_\_ degree/completing my CEC / One-Year certificate in \_\_\_\_\_.

(month, year)

I am \_\_\_\_\_ this field because \_\_\_\_\_.

(ex. passionate about/interested in) (share your story - your why)

Through my \_\_\_\_\_ I have gained knowledge \_\_\_\_\_.

(coursework/work experience/internship/student/campus involvement)

and developed strong skills in the area(s) of \_\_\_\_\_.

(ex. communication, problem solving and/or programming languages, Microsoft Office, etc.)

As a next step, I am looking for \_\_\_\_\_ that would allow me to \_\_\_\_\_.

(an internship/job opportunity) (desired goals for internship/job opportunity)

From my research, I've found that \_\_\_\_\_,

(interest in the opportunity/company)

and I think it would be an excellent place to gain this experience.

\_\_\_\_\_ stop here in an interview setting \_\_\_\_\_

I have a couple of questions about the position you have posted on \_\_\_\_\_ for \_\_\_\_\_.

Would you mind if I asked you those now?