

# HOW TO CREATE AN ELEVATOR PITCH

An elevator pitch is a short (approximately 30-60 seconds) speech used to initiate a conversation about your career interests in a networking situation, such as career fairs, employer information sessions and/or any conversations with an individual who may be able to help you with your job search, for example, when attending research conferences or speaking with a family friend who has a connection to a company you are interested in working for.



## THE GOAL

The goal is to give a person a quick sense of who you are.

- Indicate that you are seeking employment
- Highlight interests and a few strengths that you have that are relevant to the employer



## INITIATE CONVERSATIONS

Initiate conversations by introducing yourself with your elevator pitch, which should include:

- Your name
- What you're studying, what year you're in and your expected graduation date
- Reason for attending the event (e.g., looking for full-time job or internship/co-op, networking for future possibilities)
- When you are available to start and/or the time frame that you are looking to work
- Why you would like to work for the employer and/or why their position appeals to you
- An action item such as a request for them to review your resume



## ADDITIONAL ITEMS TO INCLUDE

Include any connection to the employer (if applicable).

- Did you go to their information session or talk to them at a previous fair?
- Do you have a relative/friend who works for the employer?
- Do you have special qualifications you want to include such as classes, skills and interest areas that highly align with the company?
- **If you have a connection that you can make between the employer/position and your experiences, mention it!**

## EXAMPLE ELEVATOR PITCH

Hi, my name is Peter Parker. I'm a student majoring in engineering design and I'm seeking a co-op position starting in January for 8 months. I have an interest in design and testing, which aligns well with your Design Engineer Intern position. I have completed several mechanical engineering projects throughout my courses and last summer I did an internship with XYZ Company where I designed prototypes, conducted testing and prepared summary reports. I think ABC produces a lot of great products and I'm very interested in [agricultural equipment]. I would appreciate it if you would review my resume and consider me for an interview.