**CREATE YOUR ELEVATOR PITCH**

Whether you are phoning an employer or networking with him or her at an internship/job fair, reception, dinner or meeting, you will need to prepare an attention grabbing ‘commercial’ to introduce yourself and your interests. Using the following outline, write out what you will say:

**1. Introduce yourself**: (name, year in school, major, minor, field of interest).

2. **Explain your knowledge** **about the organization, field, or industry.**

**3. Highlight what you can offer especially your major skills and strengths.**

**4. Express your interest in learning more about the organization by asking a direct question.**

**EXAMPLE OF AN ELEVATOR PITCH**

Hello, my name is Sarah Career, and I am a senior accounting major in the College of Business Administration and Leadership at Lourdes University. I saw the job position posted on the CareerFest website for an entry level accountant with your company and I wanted to share my experience with you. Last summer, I interned at Tri-State Credit Union. There, I developed skills that allowed me to communicate with individuals and understand their needs. Due to my successful performance, they asked me to return the following semester. I also worked part-time at an accounting firm called VanEck where I analyzed business operations, trends, costs, revenues, financial commitments and obligations, to project future revenues and expenses and to provide advice to clients. My experience at the credit union and accounting firm reaffirmed my interest in obtaining a position as an accountant. Can you tell me about the work environment at your company?

**Step 1. Review:**

* List 1-2 past jobs, projects or tasks that are related to the position you are seeking
* Identify 2-3 skills gained from these related experiences
* List 2-3 personal qualities you possess that make you a good candidate

**Step 2. Outline:**

* Choose the details you want to communicate in your elevator pitch
* Format your elevator pitch. Use the outline below as a guide and be conversational
* Briefly share your knowledge about the organization, field or industry
* Explain what you can offer by highlighting your relevant skills and experience
* Express your interest in learning more about the organization by asking a direct question

**Step 3. Rehearse:**

* Practice your elevator pitch with friends and family; ask for feedback and suggestions!
* Time yourself to make sure the elevator picth is not too long. The more you practice, the more confident you will feel and appear

**FINAL TIPS**

* In the first few seconds: Look the employer in the eyes and smile
* Shake hands (use a firm, confident handshake)
* Incorporate the company research you completed prior to the job and internship fair