

An **elevator pitch** is a short verbal summary, often built from your Personal Branding statement, used to quickly and simply introduce yourself and communicate the value you offer. The name "elevator pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approx. 30 seconds to 2 minutes. (Be sure to attend "Uncovering Your Personal Brand" second hour group for help in developing your Personal Branding statement.)

There are a variety of uses for an elevator pitch, but for job seekers the key is to be able to make a quick summary you can use when you are networking or when introducing yourself in meetings, job fairs or interviews. It is adapted to the situation.

THE TEN C'S OF ELEVATOR PITCH FOR JOB SEEKERS

1. Concise

Be succinct. According to Wikipedia, an adult's attention span is eight seconds, so be sure to give just enough information (and more importantly perhaps the right information) so that after only hearing a sentence or two, someone knows what you do and what you can offer.

2. Clear

One way to establish early on that you are both a good communicator and organized is with an elevator pitch that doesn't get into too much unnecessary detail and that presents information in the proper order.

3. Compelling

The objective of the first ten or fifteen seconds is to have your audience want to listen to the rest of your pitch more intently than they would have otherwise. Make sure that the audience understands that you possess some knowledge or skill that will help them solve their problems and make it memorable.

4. Credible

Your elevator pitch must give the audience a reason to believe that you can do the job. That might include talking about the dollars you have made or saved your previous employers. (CAR statements)

5. Conceptual

During your elevator pitch, you don't want to get into the specific, daily duties of the jobs you have held. Instead, you should just talk about your most important skills, experiences and the projects you have completed. Think Personal Brand.

6. Concrete

When talking about your accomplishments using numbers, you want to be as specific as possible which will make your statements more believable. While being able to tout one or two amazing and memorable phrases or figures can be useful, don't fill your elevator pitch with too many numbers or jargon.

7. Customized

Prepare different elevator pitches for the different jobs/employers/situations for which you are qualified, tailoring your examples and skills as appropriate.

8. Consistent

While you should customize your elevator pitch to the requirement of the position for which you are applying at that moment, you should also still make sure that your elevator pitch is consistent with your overall personal brand. That way if you aren't a fit for that specific job, the prospective employer will still consider you for other appropriate positions.

9. Conversational

The goal of an elevator pitch is to engage the audience and get to the next step in the process, which in most cases is an interview or another connection opportunity. Look for body language cues. It is important to pay attention to your audience's interest and gestures. Allow the feedback to tell you whether you are on track. Maintain eye contact. This displays confidence and trustworthiness – it's all about a good first impression.

10. Close

Your close is different each time based on how your conversation goes. Ask for something appropriate to the setting, their position and how they might help you. Ask questions and offer how you can help them, too.

CREATING YOUR ELEVATOR PITCH

There is no single model for creating an elevator pitch. It needs to fit your style, target position, industry, the situation you are in and your audience. Use these tools to help you create your elevator pitch.

Organize the pitch focused on solving a company/industry problem or taking advantage of an opportunity. This will be an adaptation and expansion of your Personal Branding statement:

INTRO PHRASE + 3 TOP SELLING ASSETS + BENEFIT TO EMPLOYER + YOUR UNIQUE STORY / DELIVERY = PERSONAL BRAND

FRAMEWORK 1:

- a) Your name.
- b) Position seeking.
- c) A statement of a typical employer or industry **problem** *you can solve* or **opportunity** *you can take advantage of*.
- d) Your **solution**. How you solve (or have solved) that problem or could take advantage of that opportunity using your unique combination of skills, experiences and gifts (**your brand**).
- e) **Evidence** of *previous success* or value they *will receive*. (Optional)
- f) **Close** – ask for something appropriate

Sample: a) My name is Beth Jackson. (b) I'm seeking a corporate training job. (c) While many organizations are interested in developing online education, most do not understand that a high quality online educational program requires a different type of teaching method.

d) I helped to create the country's first virtual high school over a decade ago, and since that time have directed cutting edge online professional development projects that use the online teaching method we developed.

e) There is research that shows high quality online instruction is as good or better than traditional face-to-face instruction, and our model of online instruction has been copied because it has been proven to be effective and of high quality.

f) Can we get together to talk more about how this can benefit your company?

Write your own version out here:

- a) My name is _____
- b) and I'm seeking a position as a _____
- c) Problem or opportunity:
- d) Your solution (include your Personal Brand):
- e) Evidence / Example:
- f) Close:

FRAMEWORK 2:

- a) **Hooks to Start the Conversation:** I am passionate about helping my stakeholders....
- b) **Key accomplishment:** Having saved my company \$X, I have become known as the resident expert on ...
- c) **High level overview of work experience:** With 15 years in X industry ...
- d) **Transitional statement (leading to your ask):** I am interested in learning more about...
- e) **Include key word skills you possess:** Be familiar with the industry standard key word skills and include them in your pitch.
- f) **Target companies** - My target companies are X, Y, and Z. Do you know anyone in any of those organizations? Would you be willing to introduce us by email?

GENERAL PREPARATION TIPS:

- Write it first – get it all documented and then take time to go back and edit
- Rehearse your pitch so that when the opportunity comes, you can deliver it smoothly, conversationally and comfortably
- But don't memorize your pitch word for word so that it doesn't come across too scripted and seems more natural.
- Tailor your pitch to your audience and refine it as your goals change.