

tip sheet



MOSAIC

BUILDING A SUCCESSFUL ELEVATOR PITCH

A Self-Introduction or “Elevator Pitch” is a concise and well-presented message that quickly provides just enough information about you to pique the listener’s interest and attention, so that you can continue the conversation.

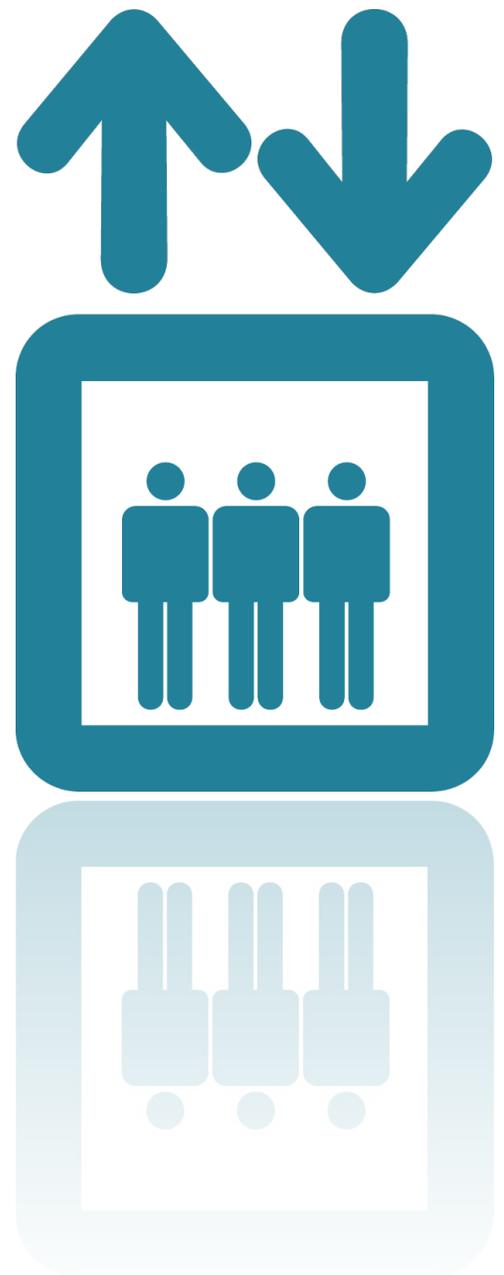
Your pitch might sound spontaneous, but it’s important to prepare and present yourself in a credible and professional manner – make eye-contact, introduce yourself and offer a firm handshake. Within the 30-60-second “pitch” include information about your:

- **professional background** including work experience and interests that are specific to your career goals
- **expertise**, specialized skills and top accomplishments
- **aspirations**, related to your career and professional development
- **expectations**, work on establishing a relationship that is mutually beneficial, be clear about what you have to offer and are looking for
- End with a **request for follow-up**, asking when it would be appropriate to in touch with your new contact.

A well prepared elevator pitch can also be used to answer the dreaded “tell me about yourself” question during an interview!

8 Steps to Building the Perfect Pitch

1. **Identify your target occupation** and research your target audience(s) – potential employers
2. **Prepare** lists of:
 - skills you have gained through previous education and/or work experience
 - accomplishments for which you have been recognized
 - transferable or portable skills you bring with you to any position you apply for
 - personal traits/passions that make you unique
3. **Edit** the lists:
 - review each list, considering how relevant they are to your target occupation
 - edit and delete, the goal is to capture the interest of the listener and not to share your life story!



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4. **Format** your lists to answer three critical questions:
 - Who are you?
 - What are you looking for?
 - What do you do have to offer an employer?
5. **Tailor** your pitch to the needs of the listener:
 - specify how your skills, experience and traits will benefit the employer
 - speak about your accomplishments, but don't brag!
6. Use **plain language**:
 - avoid the use of industry-specific acronyms and jargon
 - make your pitch easy to listen to and to understand
 - demonstrate your ability to communicate clearly and concisely
7. **Practice and fine-tune** your pitch:
 - make it sound like a conversation
 - make it authentic
 - use your phone/computer to record and listen to your pitch
 - practice until it doesn't sound rehearsed
 - try it out on family and friends and ask for feedback
 - practice, practice, practice.... the more you do, the more natural it will sound
8. **Look the listener in the eye, smile and deliver your pitch with confidence!**

