

CREATE YOUR ELEVATOR PITCH

UNLV

It's important to develop an elevator pitch for yourself because you never know when you'll meet someone who could help you in your professional life.

An elevator pitch is a short spoken description that captures who you are, where you are in your career path, where you're headed and how you're unique. It needs to be short (two minutes max), smooth and practiced, clear and to the point.

Crafting it in writing is the first step to having an effective elevator pitch. Here's how to do it:

**2 MINUTES
OR LESS**

1- STATE WHO YOU ARE AND WHAT YOU DO

First, your audience needs to get a sense of who they're talking to. Keep it short and sweet.

- Who you are: a student at UNLV; a recent graduate of UNLV, graduated from UNLV ____ years ago
- What you do: your major if still a student; your field and current job if a graduate; your field if currently unemployed

2- SHARE YOUR GOAL AND CAREER DIRECTION

Let the person know your goals and aspirations –the type of position you'd ideally like to have.

- Once I graduate, my plan is to try to find a job in [name the field, or type of company]
- I'm currently looking to move from my current job to something more [describe the type of organization, position or responsibilities].
- I'm currently looking for the right position in [field, type of position or responsibilities].

3- PRESENT WHAT MAKES YOU DIFFERENT/CONFIDENT

Why should someone hire you for the type of job you want? After you state your goal, say why you feel confident that you'll achieve it. This is where you can summarize your strengths: "I'm a great fit for this kind of position because....."

- Something unique in your background—past experience or other exposure to the field
- A particular talent or skill
- How you think your strengths fit the requirements of your goal or direction

4- END WITH A CALL TO ACTION

Finish your elevator pitch by asking for what you want to happen next Remember: You've just met this person, so make the ask simple with little required on their part.

- At minimum, you can ask if the person knows anyone whom you should contact.
- If the person seems interested in you, a follow-up action might be appropriate, such as meeting for coffee to get more detailed insights and advice.

Once you have your elevator pitch drafted and refined, it's time to make sure you can deliver it.

TAILOR YOUR PITCH

If you know the listener's industry or company, look for opportunities to tailor what you're saying—in the terms you use or in what you emphasize—to maximize interest and relevance.

GO WITH THE FLOW

Remember, when you actually deliver it to someone, it will be a conversation. Be prepared to be interrupted with questions, or the person relating to his or her situation. Move smoothly back to the topic and continue your pitch.

PRACTICE, PRACTICE, PRACTICE

Take your written pitch and practice saying it out loud. The point is to hear what it sounds like when spoken and begin embedding it in your mind. Deliver your pitch to a friend or colleague who can be objective, and ask for constructive feedback. You can also try recording your pitch and playing it back. This will help you know how long it is, and whether you're delivering a clear message.

WATCH YOUR FACE

Yes, it's an elevator pitch and yes, it needs to be short, but that doesn't mean you should seem in a hurry. Take your time. Relax. Smile. Make eye contact. You're an expert on the subject.

SHOW A LITTLE ENTHUSIASM

You don't want to overdo it, but it's good to show a little passion in your delivery. People respond to emotion.

Need help creating or practicing your pitch? Make an appointment with one of our career coaches to get tips and feedback.