



## WHAT IS AN ELEVATOR PITCH?

---

An elevator pitch is a concise and compelling summary of who you are, what you do, and what you can offer, delivered within the span of an elevator ride (typically 30 seconds to 2 minutes). It is a powerful tool for introducing yourself and making a lasting impression in various settings, such as career fairs, networking events, or job interviews. This resource will guide you through the process of creating an effective elevator pitch.

## UNDERSTAND YOUR AUDIENCE

---

Consider who you will be speaking to and tailor your pitch accordingly. Understand their needs, interests, and goals to ensure your pitch resonates with them. Research the organization or individual you are addressing to demonstrate your knowledge and alignment.

## DEFINE YOUR OBJECTIVE

---

Clarify the purpose of your elevator pitch. Are you looking for an internship, job opportunity, or seeking collaboration? Clearly define your objective to ensure your pitch is focused and impactful.

## STRUCTURE YOUR PITCH

---

a. **Introduction:** Begin with a captivating opening line to grab the listener's attention. State your name, your area of expertise, and your unique selling proposition (USP) that sets you apart from others.

**Example:** "Hi, I'm Sarah, a passionate computer science student with a knack for problem-solving. I specialize in developing user-friendly applications that enhance productivity and user experience."

b. **Background and experience:** Highlight relevant experiences, skills, and accomplishments. Be concise and emphasize the most impactful aspects. Focus on transferable skills and achievements that align with your objective.

**Example:** "During my internship at XYZ Company, I spearheaded a team that successfully developed a mobile app with over 10,000 downloads. This experience honed my technical skills and reinforced my ability to collaborate effectively in a fast-paced environment."

c. **Value proposition:** Clearly articulate the value you can bring to the table. Highlight your unique strengths, expertise, or knowledge that make you an asset.

**Example:** "I am known for my strong problem-solving abilities and my knack for simplifying complex concepts. With my attention to detail and passion for creating intuitive user interfaces, I can contribute to developing innovative and user-centric software solutions."

d. **Call to action:** End your elevator pitch with a clear call to action, expressing your interest in further discussion or inviting the listener to take the next steps.

**Example:** "I would love to discuss potential opportunities to contribute to your team's success. Could we schedule a meeting to explore how my skills can benefit your organization?"

## **PRACTICE AND REFINE**

---

Rehearse your elevator pitch to ensure it flows smoothly and sounds natural. Practice in front of a mirror or with friends, seeking feedback on clarity, tone, and overall impact. Refine and tailor your pitch based on the feedback received.

## **ADAPT TO DIFFERENT SITUATIONS**

---

Customize your elevator pitch to fit different scenarios. Be prepared to adapt it based on the context, time available, and the person you are speaking to. Tailoring your pitch shows your flexibility and engagement.

## **BE CONFIDENT AND GENUINE**

---

Deliver your elevator pitch with confidence, maintaining eye contact and using positive body language. Be authentic and genuine, showcasing your enthusiasm and passion for your field of interest.

**Remember, an elevator pitch is not set in stone. Adapt and refine it based on feedback, experience, and changing objectives. With a well-crafted elevator pitch, you will make a memorable impression and open doors to exciting opportunities. Good luck!**