



ELEVATOR PITCH 101

A GOOD ELEVATOR PITCH IS...

SUCCINCT

30-45 seconds long or
70-100 words

INTERESTING

Should be compelling and
spark the listener's interest



AUTHENTIC

Smile, stand up straight, and
speak clearly and confidently

CUSTOMIZED

Tailor to each listener and
company you speak with

COMPONENTS OF AN ELEVATOR PITCH

Who are you?

Introduce yourself and explain some context of where you are (school you attend, academic program, where you work)

What makes you stand out?

Think about your skills and experiences that make you unique and stand out! This can include personal traits, accomplishments, courses taken, hobbies, extracurriculars, and more.

What are your goals?

Let the employer know what you are looking for. Some examples are: career information, an internship, or a job. Make sure you are straight forward about what your goal is.

Strong ending

To make a lasting impression, you will want to end your elevator pitch on a call to action or a question that allows the interviewer an opportunity to respond.

EXAMPLE:

“Hello, my name is Bobbie Bethel and I am a current business major with a concentration on marketing at Bethel University. I have reviewed a variety of positions in your company and have seen you are looking for someone who has content creation and teamwork skills. I recently completed a project where I worked with a company to improve conversion rates on their website by 6%. Can you tell me how your company works to improve conversion rates?”

Wanting to learn more? Check out these resources:

- [Perfect Pitch: How to Nail Your Elevator Pitch \(TheMuse\)](#)
- [7 Tips for a Perfect Elevator Pitch \(Grammarly\)](#)