

30 Second Elevator Pitch

WHAT IS AN ELEVATOR PITCH?

An elevator pitch is a 30 second speech that can describe your strengths, skills and accomplishments.

YOUR ELEVATOR PITCH

The pitch highlights who you are and what you have accomplished in your career and/or your education.

You can use an elevator pitch while attending career/job fairs, networking events or when cold calling. Always be prepared ahead of time.

WRITE A 30-SECOND SCRIPT

- **Greeting:** Hello, my name is _____.
- **Education:** I am a (grad or student) studying _____ at George Brown College.
- **Work Highlights:** I have worked in (customer service) for _____ years.
- **Areas of Interest:** I am mainly interested in _____.
- **Strengths:** My strengths include _____ and _____.
- **Goals:** I am looking to gain further experience in _____.

SAMPLE STATEMENTS

- I have good working knowledge of...
- My strongest skills are...
- I am skilled in...
- I have been trained in...
- I am familiar with...
- My experience includes...
- My goals are...
- I am passionate about...
- I am interested in...
- I enjoy...
- I would like the opportunity to...
- I have a talent for...

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CREATE YOUR OWN 30 SECOND ELEVATOR PITCH (Use concise language that sells your abilities and experience; emphasize your strengths and link them to the needs of the employer)

PRACTICE MAKES PERFECT

Get comfortable saying your elevator pitch by practicing out loud with friends or family. Practice until you are comfortable saying it and it feels natural.

EXPERIMENT

Your pitch is not set in stone. You can change it and adapt it to the specific situation. Get your main point across and show enthusiasm and don't be repetitive or dull.

GET FEEDBACK

Ask people what they remember about what you said. What was compelling? What could they relate to?

RELAX

Have fun and enjoy the networking experience. Remember it's all about people getting to know each other. Focus on the conversation (not the sales pitch) by building the relationship.

EXAMPLE:

I am a graduate from the 3-year Jewellery Arts Program at George Brown College where I have had over 300 bench work hours. For the past 2 years, I have been working part-time at Sears in the Jewellery Repair Department, and I have over 4 years of customer service and retail experience. My specialty is working with gemstones and I enjoy creating custom pieces. I am interested in getting into creating bridal pieces and working with pearls. Do you know who I can speak with in bridal wear regarding possible opportunities?