

# GET THE JOB

## Practice Your Elevator Pitch

A well-crafted elevator pitch is a powerful tool that can leave a lasting impression and open doors to new opportunities.

Whether you find yourself in a crowded networking event or are preparing for a job interview, mastering the art of the elevator pitch is essential for making a memorable impression.

An elevator pitch is a concise and compelling summary of who you are, what you do and the value you bring to the table. Typically lasting between 30 seconds to a minute, this short spiel should capture attention, spark interest and make a strong impression on your audience.

Crafting an effective elevator pitch is a skill that can set you apart in professional settings. By concisely conveying your value, showcasing enthusiasm and adapting to your audience, you can leave a lasting impression that opens doors to meaningful connections and opportunities. A well-prepared elevator pitch can turn chance encounters into valuable networking moments and elevate your professional presence in any situation.



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### COMPONENTS OF A STRONG ELEVATOR PITCH

**Introduction:** Start with a clear and confident introduction that includes your name and current or desired professional role. For example, “Hi, I’m [Your Name], and I’m a [Your Profession] with a passion for [Your Expertise].”

**Value Proposition:** Clearly articulate what sets you apart and the unique value you

bring to the table. Focus on your key strengths, skills or accomplishments. For instance, “I bring [X years of experience] in [industry] with a proven track record of [achieving specific results].”

**Relevance:** Tailor your pitch to the context. If you’re at a networking event, highlight aspects of your background that align with the event’s theme or industry. In a job interview, emphasize how

your skills directly align with the requirements of the position.

**Passion and Enthusiasm:** Infuse energy into your pitch by expressing genuine enthusiasm for your work. Conveying passion is contagious and can make your pitch more memorable. For example, “I’m truly passionate about [key aspect of your work], and I’m excited about the opportunity to [future

goal or contribution].”

### TIPS FOR ELEVATOR PITCHES

Rehearse your pitch until it becomes second nature. Practice in front of a mirror, with friends or even record yourself to fine-tune your delivery and ensure a confident and natural tone.

Use concrete examples and specific details to illustrate your achievements. Numbers and metrics can add credibility and make your pitch more memorable.

Customize your pitch based on the situation and the people you are addressing. Tailoring your message to the listener’s interests or industry can make your pitch more relatable and engaging.

End your pitch with a clear call to action or a question that invites further conversation. This could be expressing interest in learning more about the other person’s work or proposing a specific follow-up action.

### SAMPLE ELEVATOR PITCH

“Hi, I’m [Your Name]. As a seasoned [Your Profession] with over [X years of experience], I’ve successfully [mention a key accomplishment or skill]. I’m passionate about [specific aspect of your work] and am currently exploring opportunities to [your career goal]. I’d love to hear more about your work and how we might collaborate.”