Preparing Your Elevator Pitch
An elevator speech is a 30 second commercial about you. You will need to succinctly share your major, relevant skills, and career goals.

An elevator pitch is simply a clear statement that can describe:
- What you do
- Who you help
- What makes you different or better

It can be used in a variety of settings (at a networking event, sitting next to someone on an airplane, at a job fair, or participating in an interview) to introduce you.

It is important that you practice this “speech” so that it sounds natural and genuine. One key point to keep in mind is that the information you share should be relevant to your audience. An ideal time to share your elevator speech is during introductions at career fairs, expos and recruiting events.

Storytelling questions to answer:
- Who am I?
- What is my objective?
- What are my strengths?
- What is my passion?
- How do I wrap it up?

A typical elevator speech will sound like this:

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Hi, my name is ______. I am currently a ______ (classification) majoring in _______. I'm interested in ________ and have experience in ________. I am seeking to find a ______ (internship, full/part time job) for the ___ (fall/spring/summer) semester.
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Personalize your pitch for the situation and person you are speaking to. Make sure that the content of your elevator speech is relevant to your audience. If you are meeting with a smaller company, you don’t want to share how you are interested in working in a large corporate environment.

Additionally, when preparing for any career events, be sure to do your research on companies that you are interested in. That way you can tailor your elevator speech to include facts that you have researched about the company to demonstrate your interest and ability to take initiative.

Adapted from https://cob.unt.edu/careercenter/elevator-speech