What is an Elevator Pitch?

An elevator pitch is a “30-second commercial” about you. If you find yourself sharing a brief encounter with a potential employer, you might only have half a minute to deliver a clear, short pitch about yourself. The goal is to peak their interest enough for a follow-up meeting/interview.

How do I Prepare?

- Write your pitch to include your name, major and field of interest
- Consider including a compelling "hook" and an intriguing fact that will engage the listener
- Incorporate one unique skillset or experience
- Practice your pitch to make it sound effortless, conversational and natural
- Develop different versions of your pitch for different situations and audiences
- Maintain eye contact with your listener and watch for nonverbal clues to know when to end
- ALWAYS ask for a business card or interview appointment at the end of your conversation
- During your speech
  - Avoid sounding robotic or insincere
  - Avoid use acronyms or jargon that your listener may not comprehend
  - Avoid rambling or getting off track from your practiced speech

TIP: Take advantage of all networking opportunities. For example attend information sessions, job fairs, and national student organization conferences.
Sample Templates

Sample Template 1
Hi, my name is ____________. I’ve spent the last few years learning and growing in my role as ____________, where I ______________. One of my proudest achievements was _____________. I’ve been interested in moving to the _________ industry for quite a while, and love what your company/organization does in _________. I would appreciate to schedule an appointment with you to further discuss your how my experience and skills can benefit your company/organization. May I get your contact information? I would like to set up a quick call next week for us to talk about any upcoming opportunities on your team.

Sample Template 2
Hello, my name is _______________. It’s so nice to meet you! I’m a ____________ at the University of Texas at El Paso, majoring in ____________. Along with my years of ___________ experience, I’ve taken time to focus on ____________ by working with ______________ to accomplish _____________. I find the work at your organization to be _______________. I’d love the opportunity to put my expertise to work for your organization. May I get your contact information? I would like to set up a quick call next week for us to talk about any upcoming opportunities on your team.

Sample Template 3
Hello, my name is _______________. I’m studying ____________ at the University of Texas at El Paso. I’m a member of the _______________ and _______________ both of which work towards _______________. I hope to incorporate my _____________ knowledge into a career that is dedicated to _______________ and _______________. I know that your company/organization is currently doing _______________ and know I could be an asset in your company. I hope you would be willing to provide me with your contact information so that we could talk more about your company and any available positions in which my skills would be beneficial.

Find out 5 great tips to developing an effective elevator pitch with LinkedIn Learning
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