

# ELEVATOR PITCH



## What is an Elevator Pitch?

An elevator pitch is a “30-second commercial” about you. If you find yourself in 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 or interview.**

## How do I Prepare?

- Write your pitch to include your name, major and field of interest
- Consider including a compelling "hook" or 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, LinkedIn connection or interview appointment at the end of your conversation
- During your speech avoid
  - Using sounding robotic or insincere
  - Using acronyms or jargon that your listener may not comprehend
  - Using rambling or getting off track from your practiced speech

**TIP:** Take advantage of campus networking opportunities. For example attend [information sessions](#), [job fairs](#), and national student organization conferences.

Scan for Career Center Event Calendar



<https://is.ed/weZNtU>

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## Sample Templates

### Sample 1

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 to set up a quick call next week for us to talk about any upcoming opportunities on your team?

### Sample 2

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. Would you be willing to provide your contact information so that we could talk more about your company and any available positions in which my skills would be beneficial?

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