

## Elevator Pitch

A short, 30-60 second well-crafted business pitch telling someone who you are, what and what you seek. It is designed to market your experiences and skill sets. You can use elevator pitches in a variety of professional situations such as networking events, career fairs, and formal interviews. (No elevator required!)

### Four Components of an Elevator Pitch:

#### A. Who You Are and What You Do

You should start out your pitch by introducing yourself (name, year in school, what you study, etc.).

Hi, My name is \_\_\_\_\_ and I am a \_\_\_\_\_ (junior, senior, etc.) pursuing bachelor of \_\_\_\_\_ (Arts/ Science) in \_\_\_\_\_ (major) at California State University, San Bernardino.

#### B. Share your current work, leadership, volunteer/club, research or academic experience.

Relevant experiences such as work experience, leadership experience, volunteer work, club involvement, research experience, academic experience, etc.

I have experience in \_\_\_\_\_. On campus, I am involved in \_\_\_\_\_.

#### C. Your Skills and/or Accomplishments

State some of your strongest skills and/or accomplishments that you feel would be meaningful to an employer or career professional.

My strongest skills are \_\_\_\_\_.

OR

Some of my accomplishments include \_\_\_\_\_.

#### D. Goals- What You Are Interested in Doing

State your career field of interest and list why you are interested in that field.

I am interested in \_\_\_\_\_.

#### E. What Are You Wanting:

What are you hoping to gain/learn from your contact with the employer or career professional? (Internship, job, shadowing, etc.)

I am currently looking for a \_\_\_\_\_ (internship, job) and wish to start \_\_\_\_\_ (time frame).

### Write down your elevator pitch:

It's important to have a strategy when networking. Research companies of your interest. The information below can be used in cover letters, cold emails, cold calling or during job fairs when approaching recruiters.

**Contact Name/Company Name/Website:**

**Interest (why are you interested in this person/company?):**

*What do you like about them? Could be projects, goals, culture, rep, clients, etc. Great for cover letter*

**Position/Jobs/Deadline (open positions of interests):**

*Include full job description. Highlight key words that resonate with you. Include application deadlines.*

**Approach (how do you intend to follow up with them?):**

*How: email, LinkedIn, in person, etc. Why: informational interview, website feedback, advice*

**Date (when and how did you contact them?):**

*Historical record of contact. Supports follow up with a reasonable time frame (wait 2 weeks)*