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:
Networking Strategies

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)