

The Perfect ELEVATOR PITCH



Attract your audience's attention quickly with relevant information and an enthusiastic greeting.

Practice your elevator pitch to relieve anxiety, but don't memorize it word for word.

Keep your pitch less than 60 seconds.

KEEP IT SHORT

START WITH A GREAT HOOK

PRACTICE

ACT NATURAL

Your elevator pitch should feel effortless and express your personality.

INCLUDE RELEVANT INFO

ACTION REQUEST

Your elevator pitch should include your name, school, major, relevant experiences, skills, and opportunities you are seeking.

Request a business card or a follow-up appointment with the employer.

DO THIS!

"My name is Cassie Smith! I am a senior at MTSU studying business management and minoring in communications. My studies, combined with past internships, have helped me develop strengths in resolving conflict and training others that I hope to use in the field of Human Resources. There's just nothing better to me than helping someone work through their frustration and problems and seeing how helping 'the one' can really benefit the whole of the company. Your company has a great work culture that emphasizes the same values that I do: positivity, adventure, and caring about employees and that's what got me interested in applying for this position!"

Don't focus solely on yourself, but instead discuss what the company can gain from your skills and experiences.

DON'T DO THIS!

Keep your statements specific with details. Include skills like results oriented, hardworking, organized, etc.

FOCUS ON YOURSELF

GENERALIZE

Keep your elevator pitch concise and to the point. Don't get off topic.

RAMBLE

SOUND REPETITIVE

RUSH

LIE OR EMBELLISH

Stay true to who you are and your experiences. Have confidence in your accomplishments.

Know your audience. You may need to revamp your elevator pitch depending on who you are talking to.

Don't rush through your elevator pitch. Remember to pause between sentences and take a breath.



Career Development Center

MIDDLE TENNESSEE STATE UNIVERSITY