



Mastering the Elevator Pitch

A concise, interesting, compelling statement about you and the work you hope to do!

Ready?	Set?	Go!
<p>Purpose:</p> <ol style="list-style-type: none"> 1. Quickly connect you to someone who might assist in your job search. 2. Land you a follow-up conversation with the appropriate individual.  <p>Context: Use it primarily when a brief introduction is appropriate.</p> <p>Guidelines for Your Pitch:</p> <ol style="list-style-type: none"> 1. Be short and sweet! (10-30 seconds) 2. Project optimism and confidence. 3. Say something intriguing to capture attention and emphasize your value – the WOW factor! 4. Ask for something specific. 5. Provide a business card. 	<p>Integral to the Pitch: Your Value Statement</p> <p>“I help X do Y by means Z.”</p> <p>X = Who? People/organizations Y = What? Take action Z = How? Provide data; present alternatives; address concerns; coordinate activities</p> <p>“I help hospitals (X) improve patient experiences (Y) by testing and implementing patient solutions (Z).”</p> <p>“I work with women (X) to overcome imposter syndrome (Y) by facilitating support groups (Z).”</p> <p>“I partner with non-profits (X) to reduce their costs (Y) by helping them coordinate common events (Z).”</p>	<p>Geoff: “Susan, It’s Geoff Smith. Hey, it’s been a while since we worked at Berlitz.”</p> <p>Susan: “What have you been up to?”</p> <p>Geoff: “Right now, I’m helping international students (X) understand American culture (Y) through project-team exercises (Z), and I hope to do the same for firms with expats in the U.S.”</p> <p style="text-align: center;">Option 1</p> <p>Geoff: “I understand you know Joe Shapiro at Commisceo Global. I wonder, would you be able to introduce us?”</p> <p>Susan: “Yes, but I’d like to hear more. Here’s my card. Please call me next week.”</p> <p>Geoff: “Great! And here’s my card. Talk to you then.”</p> <p style="text-align: center;"><i>or</i></p> <p style="text-align: center;">Option 2</p> <p>Geoff: “Would you be interested in learning more? Here’s my card. I’d love to come by and speak with you.”</p> <p>Susan: “Yes. Let’s set up a time in the next two weeks to talk.”</p> <p>Geoff: “Wonderful. I’ll call to schedule.”</p>