

# INTRODUCING YOURSELF WITH AN ELEVATOR PITCH

The day is here. You have carefully crafted your resume, polished your LinkedIn, dressed yourself impressively, and even conducted research on the companies you're interested in.

You're convinced you are well-prepared for the job fair, and go in with anticipation and excitement. As you finally approach the first employer, you start to become nervous... and you realize it's because you don't know how to start the conversation. "How do I introduce myself? How much do I say? How long do I stay there?" Alleviate your worries during job fairs by preparing an elevator pitch.

## WHAT IS THE ELEVATOR PITCH?

The elevator pitch gets its name from the amount of time you usually spend in an elevator. If you were in an elevator with someone who could be a valuable addition to your network, what could you say to them about yourself that could make them want to connect with you, all before you reach your floor?

## WHY IS IT IMPORTANT?

When you are meeting someone you look up to, especially in the context of a job fair, you can guarantee that several others also look up to them. In the perspective of an employer, it's hard to remember every face, name and story, especially if there isn't anything memorable about them. The elevator pitch is a great tool to stand out from others by creating a story that urges them to learn more. Once you start, you get the conversation going and by the end, you've secured a new connection.

## HOW DO I DEVELOP ONE?

1. **Who** are you?
  - a. Introduce yourself – name, program, year
  - b. Describe interests – does it relate to the job, company, or the industry?
2. **What** can you offer?
  - a. Experience – what is your most recent or relevant experience?
  - b. Skills – what unique skills do you bring to the table? What do you do differently?

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3. **Why** are you there? [choose one to focus on]
  - a. Company-focused – demonstrate your research by highlighting company initiatives that you align yourself with
  - b. Job-focused – what specific job are you looking for, and why? Does it relate to what you have mentioned already?
  - c. Story-focused – more general; what brought you to the job fair? Is it time for a change? Are you looking to network?
4. **How** can you benefit from this?
  - a. Describe your goal – is it to get an interview? Get connected?
  - b. Ask a question – what do you want to know about the company? Work environment? Job expectations? Benefits?

## GENERAL TIPS



- Come prepared with questions to ask
- Keep the pitch from 30-60 seconds
- Be casual – memorizing it too much may make it sound like a script

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