



What is an elevator speech? Originally, ‘elevator speech’ referred to entrepreneurs attempting to score a contract with big companies in a difficult market. It was during the 30 seconds they found themselves in an elevator with a prospective client, a captive audience, that could make or break their sales pitch.

In other words, an elevator speech is a **30 second sales pitch**, or sound bite, that lets the audience know who you are and what makes you stand out from everyone else.

So when/why would you use an elevator speech? As a student and a job seeker, you can develop a personal elevator speech to use when making a new contact, when introducing yourself at career fairs, in response to the ‘tell me about yourself’ question in a job interview, or to introduce yourself to professionals in your career field.

How do you put together your own elevator speech? There are a few basic elements to consider when putting together your elevator speech. Most importantly, always know who your audience is, and why you are pitching yourself to them.

How do your interests and experiences relate to the career field?

Try to remember pertinent course content from classes, as well as your own research on the industry.

What are five strengths you can use to sell yourself?

Keep in mind how you have demonstrated key skill sets appropriate for your career field.

What would be the benefits for the company if they were to hire you? What is in it for them?

Think of what you plan to bring to your new employer. Try to draw from experiences such as internships and relevant course projects.

What should they do with this information? Why are you speaking with this person?

You might want to finish by explaining what you want from the audience. For example, would you like to schedule an interview, an informational meeting, or maybe exchange business cards to follow-up with the audience?

Can you make your elevator speech stand out from all of the others? You want your elevator speech to attract your