

Pitch Tips

WHAT'S AN ELEVATOR PITCH, AND HOW CAN IT HELP YOUR CAREER?

A personal elevator pitch is a quick summary of you. It's called an elevator pitch because you should be able to present it during a brief elevator ride (30-60seconds). Done right, this short speech helps you introduce yourself to career connections in a compelling way.

Introducing yourself well sets the stage for a professional conversation, whether that's at a networking event, with a colleague or at the beginning of an interview.



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TO BE PITCH PERFECT YOU NEED TO



Your elevator pitch should answer the following questions: Who are you? What do you do? What do you want?

START BY INTRODUCING YOURSELF
Give your full name, smile, extend your hand for a handshake and add a pleasantry like, "Hi my name is John Smith. It's nice to meet you!"

PROVIDE A SUMMARY OF WHAT YOU DO
Give a brief summary of your background. You should include the most relevant information like your education, work experience and/or any key specialties or strengths.

CRAFT YOUR PITCH. HERE ARE SOME POINTS TO GET YOU STARTED. MAKE IT YOUR OWN!

1. Hello, my name is _____ and I am completing a _____ degree in _____ at Charles Darwin University with a minor in _____ .
2. I am interested in a career in (or position as a) _____ in the _____ field (industry).
3. I have been involved (during university) in _____ .
4. And developed skills in _____ . I have also had an internship position (employment) as a _____ with _____ and discovered that I really enjoy _____ .
5. Could you tell me more about _____ ?



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If you're not sure what to include, try writing everything that comes to mind on a piece of paper. Once you've recorded all your ideas, go through and remove anything that's not absolutely critical to explaining your background and why you've got what your audience may be looking for. Consider the most important highlights on your resume. Once you've got it down to just a few points, organize them in a way that makes sense in your story.

EXPLAIN WHAT YOU WANT
End your elevator pitch by asking for what you want to happen next. Examples can include asking for a meeting, expressing interest in a placement, internship or job, or asking someone to be your mentor.

PRACTICE!
Deliver your pitch to someone who can be objective, and ask for constructive feedback. What may seem clear in your mind might come across as long-winded or disjointed to an outside observer.

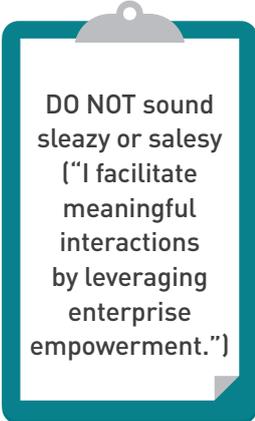
Once you've received feedback and honed your pitch even further, record yourself saying it. Listen to your tone—make sure it's friendly, non-threatening, and that you're not speaking too quickly. Knowing you only have a few moments to speak may subconsciously increase your pace. Really listen to what you're saying—make sure you're not repeating words and that you're sending the message you really want to convey.

PITCH DON'TS

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DO NOT sound like a robot
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DO NOT ramble
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DO NOT leave people wondering exactly what is it you do
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DO NOT sound sleazy or salesy ("I facilitate meaningful interactions by leveraging enterprise empowerment.")
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DO NOT undersell OR oversell your skills and experience

DELIVER WITH STYLE. YOUR PITCH MAY BE PERFECT BUT IT'S ALL ABOUT DELIVERY!

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Timing
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Smile
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Handshake
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Eye contact

Finish with a call to action
What are you offering? What is the next step? What would you like to happen?

