

One-Minute Elevator Pitch

Your elevator pitch is your quick, personal selling statement. It can be used when riding in an elevator with the person next to you, when meeting employers at career fairs, connecting with alumni, and as the foundation for your LinkedIn bio, cover letters, and email introductions.

What to Include in Your One-Minute Pitch:

Who you are.

Your name and something that differentiates you from your peers (major/degree, athlete, veteran) and/or establishes a relationship (graduate of same college, from the same home town, etc.). Adding a credential as listed above is a great way to forge a connection.

Your specific goal/ career interest.

This will allow that person to help you or possibly connect you to someone who can.

How you have demonstrated your interest.

How you have demonstrated your interest. Demonstrate your interest and experience in the field with examples of things you have already completed. Don't just say "I have always wanted be a doctor," but rather "I have taken pre-med courses and volunteered at the hospital".

Why you are qualified.

Demonstrate your qualifications by sharing leadership and work experience, achievements, expertise, skills and strengths.

A question or request for assistance.

Consider giving the person two options for ways they may be of assistance. For example, "If your company offers internships, I would appreciate the name of the person in charge of that program, or perhaps I could meet with you in person to find out more about your organization and opportunities in the marketing profession." Be sure to offer each contact your business card for future reference.

Craft Your Pitch:

1. Hello, my name is _____ and I am completing a _____ degree in _____ at The Ohio State University with a minor in _____.
2. I am interested in a career / internship in (or position as a) _____ in the _____ field (industry).
3. I have been involved (during college) 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 _____.

Secrets of a Great Elevator Pitch

Webinar presented by Chris Westfall, author of [The NEW Elevator Pitch](#). To view:

<https://events.iteleseminar.com/?eventID=34324320>

Refining the Elevator Pitch

A video by the New York Times:

<https://www.nytimes.com/video/us/1248069313393/refining-the-elevator-pitch.html>