

# Elevator Up!

## **What is an elevator speech?**

It's a quick review (30-60 seconds) of your background and experience. It's sometimes called an elevator pitch because it should be short enough to present during a brief elevator ride.

## **What needs to be in my elevator speech?**

This speech is all about you: Who are you? What do you do? What do you want to do (if you're job hunting)? This is your way to share your expertise and credentials quickly and effectively with people who don't know you!

## **When should I use an elevator speech?**

Job and Career Fairs

In your LinkedIn summary or Twitter bio

Networking events on campus

During an interview as an answer to "Tell me about yourself"

## **What do I need to know about an elevator speech?**

Be positive and flexible- don't lead with the stuff you'd rather not be doing

You need to be persuasive- you are trying to spark interest in you, your ideas, or your background

Share your skills-focus on assets that add value in many different situations

Mention your goals- not too specific, but you might say "a role in accounting" or "looking for a job in this same industry"

Know your audience, and speak to them- be careful with jargon- keep it simple and focused

Practice, Practice, Practice- practice until the speed and "pitch" come naturally, without sounding robotic

Have a business card or resume ready- If you have one or both of these, offer it at the end of the conversation as a way to continue the dialog. You could also offer to use your smart phone to share your contact information.

"I have a decade's worth of experience in accounting, working primarily with small and midsize firms. If your company is ever in need of an extra set of hands, I'd be thrilled to consult."

"I create illustrations for websites and brands. My passion is coming up with creative ways to express a message, and drawing illustrations that people share on social media."

"I recently graduated from college with a degree in communications. I worked on the college newspaper as a reporter, and eventually, as the editor of the arts section. I'm looking for a job that will put my skills as a journalist to work."