

## How to Give an Elevator Pitch

### What is an elevator speech?

An elevator speech is a short, 30-60 second well-crafted business pitch telling someone **who** you are and **why** they should hire you.

It's called an elevator speech because it's meant to represent the amount of time you'd have if you were stuck in an elevator with someone riding from the bottom of the building to the top.

A solid elevator pitch will allow you to distill down to the purest form of exactly **who you are** and **what you offer**, and that focus can help to set you apart from all other candidates vying for the same job.

### How to Write an Elevator Speech

Ask yourself these questions.

1. What do you do? Can you tell someone what you do in such a way that's it's interesting?
2. Now that we've got your job title, can you tell us what you do when you're doing what you were hired to do?
3. Okay, great...but what's next? What's your objective? What's your goal?
4. What makes you the best at what you do?
5. What's your hook?
6. Wait, who are you? Nothing says missed opportunity quite like totally forgetting to tell someone your name.
7. And most importantly, what do you want?

The nice thing about an elevator pitch is that it's short and sweet and to the point, which means once you get the basics figured out, you should be able to use it on just about anyone in any situations, if you make sure to **always tailor your hook to your specific audience**,

### Elevator Pitch Mistakes to Avoid

1. Speaking too fast,
2. Using highly technical terms, acronyms, or slang,
3. Not being focused.
4. Not practicing what you're going to say.
5. Being robotic.
6. Not having a business card or other take-away with you.
7. Not saying anything.
8. Rambling
9. Frowning or speaking in a monotone.

## Elevator Speech

An elevator speech is a clear, brief message about yourself. Its almost like a 30 second (the time it takes to ride an elevator) commercial all about you.

Objective/Goal/What you want

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Your Skills/What are you good at

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Why I would be a great  
employee

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Special  
Awards

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Your 30 second elevator speech: