

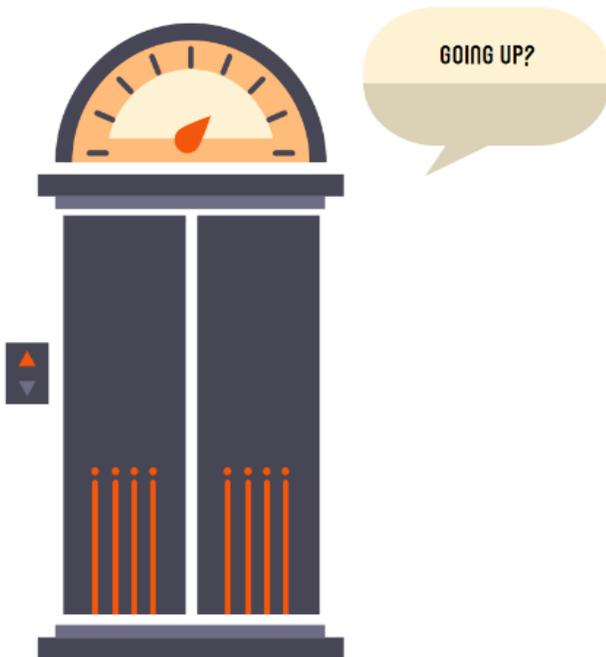
Elevator Pitch

What is it?

An elevator pitch is a short speech where you can succinctly pitch your skills and past experience to a prospective employer during the time span of an elevator ride. Ideally an elevator pitch will turn into a conversation or will open up the possibility to follow up for a conversation in the future.

We use the elevator pitch because it's an effective way to get your point across quickly. Elevator pitches should be tailored to the audience each time you deliver them, but there are some basic points you can practice in advance that will likely apply to multiple audiences.

ELEVATOR PITCH *ESSENTIALS*



- Floor 1** Who Are You?
- Floor 2** What are you currently doing to achieve your career goals?
- Floor 3** What have you done in the past?
- Floor 4** Why you are interested in the organization that person works at.
- Floor 5** Ask a question to get the conversation started or ask for a conversation in the future.

Where to use your Elevator Pitch?

- At a career fair
- At an alumni reception
- In an elevator
- At an information session with an employer
- At a conference
- In an email
- Anywhere!

Career fairs and networking events are obvious places to use your elevator pitch, but there are many other places where your elevator pitch may be appropriate. If you are making small talk with someone in line at a coffee shop or on the MBTA, someone may ask you what you are studying or what you do for a living. This is the perfect time to use your elevator pitch.

Be Prepared

- Research your target employers and audiences
- Create your pitch for your specific audience
- Be prepared to give your elevator pitch anywhere
- Speak clearly and succinctly

Elevator Pitch success story:

Bobby Brown discussed on the “How I Built This” podcast that she her makeup manufacturer in an elevator! You never know how the person you meet may be able to help you in your career!

Sample Elevator Pitches

- Hi my name is Hannah and I am currently a senior studying journalism. I was excited to see that WCVB was participating in the COM Career Fair because I am interested in getting involved in local news. I have taken several broadcast journalism classes and am looking apply the experience I gained doing production at BU10 at WCVB. Would you be able to tell me more about what you look for in an ideal candidate?
- ❖ “Hi my name is Yamiko, I’m currently a junior studying advertising at BU. I have taken several classes on design including AdLab where we created content for well-known clients including Hasboro and the City of Somerville. I really enjoyed the Digitas Information session today and was wondering if you had time to expand on what a typical day looks like for a Digitas intern?