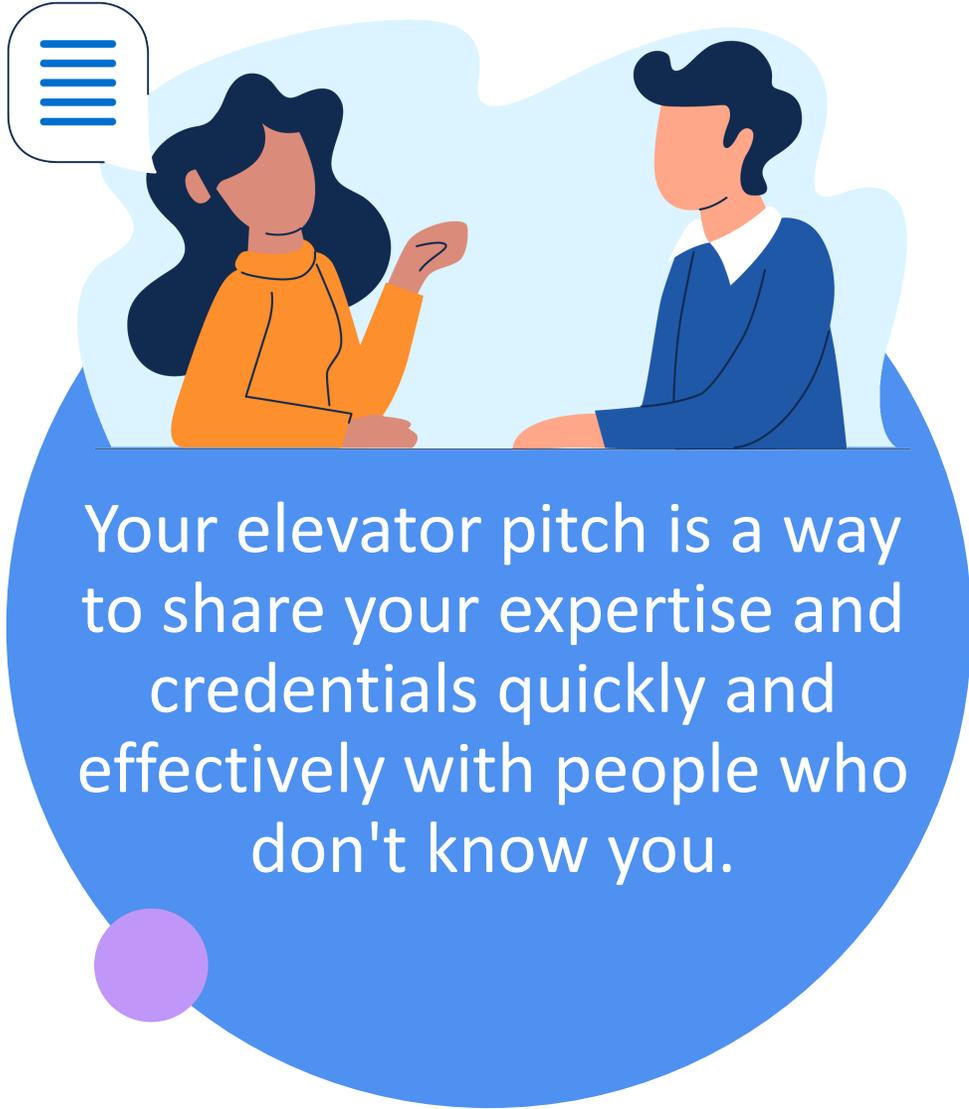




Creating an Effective Elevator Pitch

Don Jennings, General Manager,
Southern Utah News



Your elevator pitch is a way to share your expertise and credentials quickly and effectively with people who don't know you.

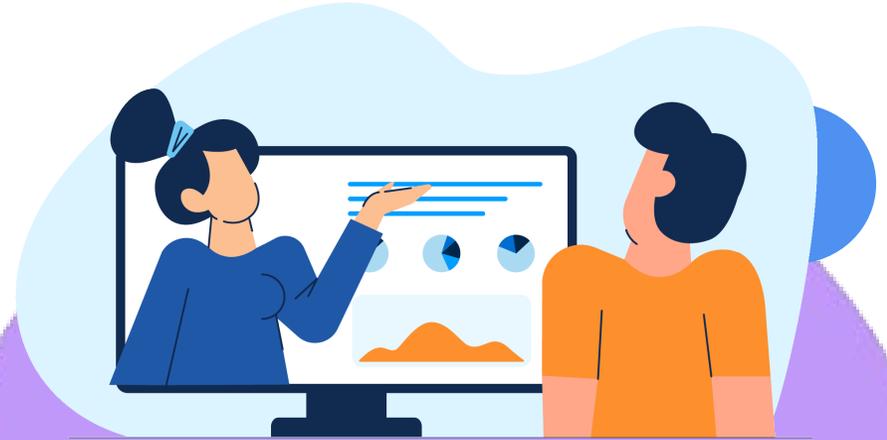
- Keep your elevator pitch short and sweet. Deliver your message in 60 seconds or less.
- Say who you are, what you do, and what you want to achieve. Focus on the essentials.
- Be persuasive. Focus on what you *want* to do, not what you *don't want* to do.
- Practice your speech with a friend or record it to make sure your message is clear.



When and How to Use an Elevator Pitch

- Job fairs and career expos
- Social media bios
- Introduce yourself at networking events and business mixers
- Professional association programs and activities
- Job interviews, i.e.

“Tell me about yourself...”



Your elevator pitch is just as useful in virtual networking events, interviews, and career fairs as it is during in-person gatherings.

Elevator Pitch: Basic Structure



“

] What do you do?

] What problem do you solve?

] How are you different?

] Why should I care?

”

Let's Practice!

REMEMBER

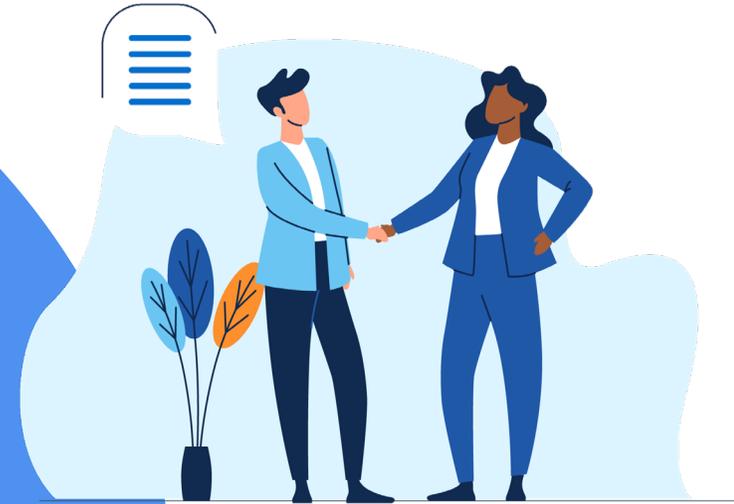
What do you do?

What problem do you solve?

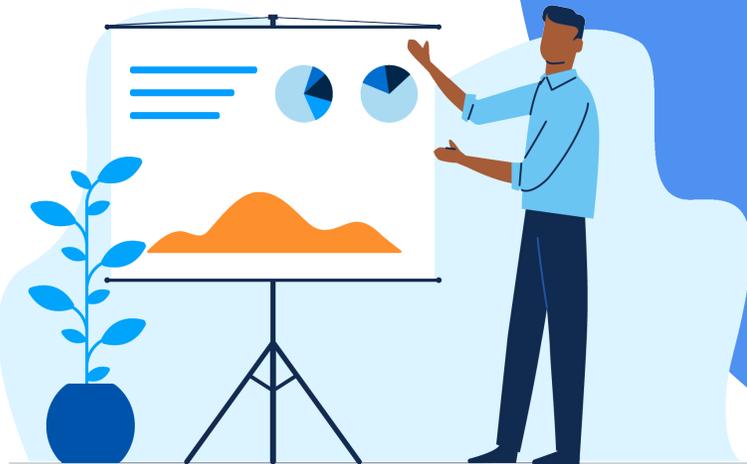
How are you different?

Why should I care?

IN 60 SECONDS OR LESS



HINT:
Think of one-
sentence
answers to
each of the
questions.





Thank you!

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