

What is an Elevator Speech?

An Elevator Speech is a 30-second commercial that you can use in a variety of situations to introduce yourself and what you have to offer, and to let others know what you are looking for. While you should prepare your speech ahead of time, it should sound very natural. Use the chart below to help you begin creating your Elevator Speech.

Ideal Job Target:

A job target may include your industry/career field of interest, possible career titles, and/or location (i.e. Entertainment, Event Planner, Austin, TX)

Directions: Fill out the chart with any relevant examples describing when you used the skills on the left hand side in any of the areas across the top of the chart. Use those examples to craft your Elevator Speech to use when selling yourself to a potential employer and/or networking contact.

	Education	Professional	Personal
Communication Skills			
Team Work			
Leadership Skills			
Relevant Accomplishments			
Strengths			

Example: *“Hi, my name is Mary Jones. I am currently a sophomore student attending ABC College. My major is in business with a minor in art. I have volunteered with the student credit union throughout my first and sophomore year at college. Last summer I completed an internship with The Museum of Modern Art, and I’m hoping to find an internship in finance this summer in the Boston area. I have always had an interest in art and I’m also finding that I have a knack for business. In the future I’m hoping to combine these two very different disciplines and find myself a career that includes them both.”*

ELEVATOR SPEECH OUTLINE

WHO ARE YOU?

- 1. Smile! Shake hands.
- 2. Tell who you are: describe you and your educational/career background.
- 3. Tell what you do and show enthusiasm.

WHAT DO YOU OFFER?

- 4. Tell what problems have solved or contributions you have made, or what special service, product or solutions you can offer him or her.
- 5. What are the advantages of working with you?
- 6. Offer a vivid example.

WHAT DO YOU WANT?

- 7. Tell why you are interested in your listener.
- 8. What do you want to do or where do you see yourself in the future?

SAMPLE

Hello. My name is Justin Green and I will be receiving my MBA degree in May. One of the things I've enjoyed most is putting my courses to work in real world school projects. For example, as director of sales for a student-led seminar, I was able to increase attendance at the annual conference by 35% over the prior year by creating and implementing a detailed marketing strategy. Does your company have marketing opportunities for MBA's and if so, can you tell me more about the opportunities?

YOUR TURN:
