

# What is an elevator pitch and why do I need one?



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An elevator pitch is a brief introduction while communicating a brief thing or two about yourself and making a connection. This is called an elevator pitch because it roughly takes the same time as it would to ride in an elevator with someone.

Think 30 seconds!

Elevator pitches are handy and important to have in mind when attending networking events where you might meet potential employers.

With career planning, it is paramount to reflect on who you are and know yourself. This is important in creating an effective elevator pitch to use while introducing yourself.



### 1. Who am I?

Write a short list of ways you would describe yourself.

Tailor the list to your appropriate audience, for example you might not include your passion for gardening or the fact that you have 10 siblings. Rather, you would discuss on items such as co-curricular activities you participate in at NMSU or your proposed concentration through NMSU.

My name is Pistol Pete. I am a sophomore from Las Cruces, NM, planning to focus on Journalism at NMSU. I am also an editor for the NMSU Roundup.

I am Pete Prince, I'm a junior at NMSU, concentrating in communication studies. I'm also a ASNMSU member.

## 2. What do I do?

Think about what one or two items you want to include in your elevator pitch. Remember you only have 30 seconds! What are the skills or experiences you have that drive your career focus? How can you connect with the person you are introducing yourself to? They must understand your career goals and priorities in this connection.

**Skills to think about: What skills do you have and how did you gain them?**

**Values/Passions: What is most important to you regarding your career goals? What drives you?**

### EXAMPLES:

**Last fall, I interned for a non-profit organization focused on providing resources to families with food insecurities. I worked on local outreach at homeless shelters. I learned that I want to pursue a career path that will help underserved communities.**

**My coursework in finance has sparked my interest as the curriculum relates to how investors make decisions. I have gained experience in learning how to use a stock simulator, which has shown me to have a 5% increase in my investments over the past year.**



### 3. What's my ask?

You should end by asking a question. You can ask for advise, stay connected, or ask to share information. Adding context will also be helpful at times.

I am at the Career Fair because I am hoping to find a fall internship in Aeronautics Engineering. Can you tell me if you have any open positions at this current time? If so, how can I go about applying?

I came to this mixer event to learn about how alumni navigated their careers. Could you share with me how you decided to pursue a career in agronomy?

I really appreciated your presentation as your research contributes to disease prevention. I know you have a line of individuals waiting on you, but do you mind if I follow up with an email asking you for advice on how to get started on my own research?



#### Tips:

1. Keep it Brief
2. Target your pitch to the event you are attending.
3. Practice
4. Have an ASK: Let them know how they can help you.
5. Follow-up: You can always follow up through email or LinkedIn. Remind the person in the context you met them. Thank them for speaking with you and find a way to continue the conversation.