

What is an Elevator Pitch?

It may sound cliché, but first impressions are everything, especially when it comes to your job search. You'll experience this with your CV, your LinkedIn profile, and when you present yourself directly to new connections and potential employers. In all cases, you want your first impression to be a positive one.

Imagine you are in an elevator with someone and you have 30 seconds to impress them and give a good account of who you are and what your career aspirations are. Sounds difficult doesn't it?

An elevator pitch is a quick, succinct summation of your professional self, not a recitation of your resume. Think of it as a short story about your interests and how they impact your career.

1 Define your target audience and message.

Will you be speaking to experienced industry professionals or connections with shared social interests? Peers or hiring managers? Knowing whom you are speaking to will help determine the talking points you want to emphasize. Think back to how you would customize a resume. Do the same with your pitch, making sure it resonates with your audience.

2 Sum up experiences and interests.

Reflect on your recent experience or other accomplished projects, and key interests. What did you study? Why you choose that course? What you love most about it. Draft one or two sentences that describe prior experiences and long-held interests that are relevant to your future career.

3 Describe your future career goals.

What are you looking for in your career? Map out what you want your career to look like and directly address it. Draft one or two sentences that identify themes and answer the question, "Where do I want to be in 5 years time?"

4 Tell a compelling story

Merge past and future descriptions to build a basic story. Ensure this story is direct, clear, and concise. Review and refine this message as your goals and interests change over time.

5 Tell something amusing or unique about yourself

This will tell the hirer lot more than you think about your personality and character.

Here is an example..

Hi my name is (.....), I am (.....) years old and currently studying for a BA Hons in Business at the University of (.....). I have really enjoyed my time studying and am excited at the prospect of pursuing my dream to be a (.....). Its something that I am very passionate about. The things I have enjoyed learning about most are.....

For this reason I am looking to pursue a career in the areas of marketing which I find fascinating. I have a very creative mind and would see this as an area where I can add value to any business. I am flexible regarding the location and the industry and am eager to be given the chance to showcase my talents. I will be available from.....

I hope to hear from you soon. Thanks for listening.