

# PERFECTING YOUR ELEVATOR PITCH

"The 30-second speech that summarizes who you are, what you do, and why you'd be a perfect candidate."

*Forbes Magazine*

## HOOK • WHO ARE YOU?

Name, major(s), graduation date, and reasons for being at the event/session/program.

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"Hi, it's such a pleasure to meet you! My name is Sammy Owl. I'm a Computer Science Major and will graduate in May 2023. I'm at the Career Expo to learn more about different internship opportunities."



## GOALS • WHAT DO YOU WANT?

What position or job focus do you see yourself in? Target the company of the employer you are speaking to. These goals should be realistic.

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"Through my research, I believe a future position as a software engineer best aligns with my skills and interests."

## EXPERIENCE • HIGHLIGHTS?

Choose experiences from your resume that relate to the company/job description or experiences that highlight transferrable skills. Remain brief, but informative.

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"I enjoy supporting others. Through my role as a Peer Career Advisor, I have served both as a leader and mentor among my peers by assisting them in their career development."



## CLOSING • NEXT STEPS?

This includes next steps, such as exchanging contact information or asking a strong question of interest about company opportunities.

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"After reviewing the company website, I noticed that there is a strong focus on mentorship. Could you tell me a bit more about how your company focuses on mentorship for new interns?"



# YOUR ELEVATOR PITCH

HOOK

GOALS

EXPERIENCE

CLOSING