# 30-SECOND ELEVATOR PITCH

## WHAT IS AN ELEVATOR PITCH?

Your elevator pitch is a short speech that you use to introduce and sell yourself. You introduce yourself by first and last name, explain what you can do, what you can offer, and what your goals are, all in a 20-30 second timeframe. It will impress your connections and show that you're prepared. This technique is useful for many situations where you meet or talk to employers, such as:

- Cold-contacting
- Career fairs

- Employer information sessions
- Online and in-person networking

## PREPARING AN ELEVATOR PITCH

To prepare your pitch, consider these questions:

- **What do you do?** Explain what job you do, or what career your education is preparing you for.
- **What are your greatest strengths and qualifications?** Explain accomplishments from your experience. You can draw on examples from your academic, employment, placement, and volunteer experiences.
- **What are you looking for or looking to do?** Make a connection between your skills and what you can offer the company. Reflect on your relevant career aspirations or goals.
- **What are your next steps?** Mention your desire to connect with this person, whether it be to email your resume, set up an informational interview, or add them as a connection on LinkedIn.

**Tip:** Remember to practice your pitch so you sound natural!

## ELEVATOR PITCH EXAMPLE

*Hi, my name is Kristy Goodwin. I am in my graduating semester at Algonquin College in the Early Childhood Education program, and I am so excited about a career where I can support children in such an integral time in their development. Recently, I completed my third field placement at the Ottawa Catholic School Board, and my Supervisor was impressed with my ability to so naturally incorporate play-based learning into my interactions with the children. Seeing as I am committed to fostering curiosity through exploration, I look forward to expanding on these ideas in the next company I work for. I really enjoyed speaking with you today; can I send you an invitation to connect on LinkedIn?*