Important Notes About Your Elevator Pitch:

- Just as you customize your resume and cover letter to individual companies, your elevator pitch can also be customized to highlight your most relevant skills and experience for a situation.
- Your elevator pitch should have the ability to change based on a variety of situations, time limitations, and environments. Make your pitch relevant to your audience.
- An elevator pitch is never limited to professional situations, so you should always be prepared to share your pitch.
- Practice, Practice, Practice! As much as you can, a good pitch should be compressive but concise somewhere around 30 – 45 seconds long.
- Be creative and confident. Be yourself. And sell your story. What you say is important, but often even more important is how you say it.

CREATING YOUR PITCH

Answer these simple questions to create your elevator pitch (please answer all questions with full sentences to complete your elevator pitch):

Who are you? Example: My name is Johanna Smith; I am a student in the College of Business at Colorado State University with a concentration in Marketing.

(fill in the blank, require a full sentence)

What skills do you bring to any opportunity? Example: Feedback from clients highlights my ability to create precise proposals that add value to a company with low-costs.

Avoid using generic statements by making these statements specific to you. Be detailed to your area of interest but avoid too much industry jargon. Be confident in discussing your strengths, don’t be afraid to use “I” statements.

1: (fill in the blank, require a full sentence)
2: (fill in the blank, require a full sentence)

What are you looking for? Example: I am looking to combine my creativity and attention to detail into an account manager position in the advertising industry.

(fill in the blank, require a full sentence)

Why it matters? Or Next Steps: Example: As an individual interested in working in the advertising field, what advice might you have for me? Or, what does your company look for in an account manager?
The end of your elevator pitch will vary from one situation to the next. What you might ask yourself is why am I sharing my pitch with this individual? What do I want them to do with it? Why does it matter to them? If this is your first time meeting this person, you may use it as an introduction and as a start to the relationship. A next step for this situation might be to learn more about the individual by asking their opinion or experience, “What led you to the field of advertising?” or “I would love to hear your opinion on the effect of mobile marketing on the advertising industry.” You may also want to learn more about the field and how you fit in with the organization.

Write an example of how you might close your elevator pitch:

(fill in the blank, require a full sentence)

Put it all together: (self-populate answers from “Who are you + skill 1 + skill 2 + skill 3 + “what are you looking for” + How can this individual be of help”)

Example of an elevator pitch: Hello ________ My name is Johanna Smith; I am a student in the College of Business at Colorado State University with a concentration in Marketing. Creative brainstorming, presenting ideas, and forming proposals are my specialties. I am passionate about presenting ideas to companies that accurately portray their product, service, and culture. Feedback from clients highlights my ability to create precise proposals that add value to a company with low-costs. I am looking to combine my creativity and attention to detail into an account manager position in the advertising industry. I would love to hear your opinion on the effect of mobile marketing on the advertising industry.

Review your full elevator pitch. Would you like to make any changes?

Write your final elevator pitch here and submit to EPIC:

(fill in the blank)