Elevator Pitch

An Elevator Pitch introduces a potential candidate to a recruiter in a clear, concise way at Job Fair or other networking events. Instead of trying to think of a compelling answer to “Tell me about yourself” in the moment, an elevator pitch prepares what you will say in advance.

Basics:
- **Be concise.** An Elevator Pitch should only be ~20-30 seconds.
- **Be specific.** Know something about the company and what they are hiring for before the event. The more tailored your pitch is to the company, the better.
- **Be natural.** It is a good idea to write down your pitch at first, but be sure to practice it with friends or a Peer Career Advisor to make it more conversational and natural. Maintain eye contact and an open, relaxed posture (standing or sitting).
- **Be enthusiastic.** The listener should be left with a positive impression at the end of the pitch and want to keep talking to you.
- **Be prepared for follow-up questions.** A good elevator pitch should make the listener want to ask follow-up questions, so be prepared to expound on your experience or talk more about your resume.

Broad Content:
- **Greeting**
  - Say a quick hi, good morning, or how are you to break the ice
- **About Me**
  - **Who am I?** Name, major, and classification/grad date. Can include hometown as well.
  - **What is my personal experience?** Especially, what makes me relevant and/or uniquely qualified for this role/company? E.g. classes, research, internships, volunteer work, personal narrative, goals, passion for a specific part of the industry/company, etc.
  - See examples below
- **Closing**
  - This can be a closing statement or a question for the recruiter. You can also offer your resume here if you haven’t already.

*Notes on Examples Below:*
You will probably notice these examples would sound very rehearsed and robotic if read straight off the page. It is a good idea to write your pitch (or at least some keywords) as a start, but you should never recite a written pitch. Practice your pitch without reading it and make it as natural and conversational as possible. You want to begin a conversation, not give a monologue.
Examples:

Example 1: [Greeting Here] I’m John Student, a sophomore electrical engineering major from Houston, and I’ve been passionate about aerospace for as long as I can remember. I’m currently involved in Raider Aerospace Society designing the electrical components of a payload we intend to launch in March, so I was particularly curious about the experience of electrical engineers at X Company during the design process. Can you tell me more about that? [Be sure to offer your resume if you haven’t already]

Example 2: [Greeting Here] My name is Jill Student and I am a freshman Computer Science major. I’m just getting started in classes, but I’ve been coding since I was 12 and really enjoy learning new coding languages. I’m currently getting involved with student orgs like ACM and EWoCS and doing some side projects programming XYZ. I saw on the job description for your summer internship that you use C# which is something I’ve been trying to teach myself. Can you tell me more about the internship? [Be sure to offer your resume if you haven’t already]

Example 3: [Greeting Here] My name is Jake Student and I am a senior Petroleum Engineering major from Baton Rouge, LA seeking a full-time job in the oil and gas industry. I grew up around the industry in LA and I’ve gained a lot of experience through internships at ABC and XYZ oil companies in midstream and downstream, and I’m hoping to continue learning and applying that experience after graduating. I saw on your website that you are increasing activity in the Permian Basin and possibly acquiring some new property. Can you tell me more about that? [Be sure to offer your resume if you haven’t already]

To practice your elevator pitch, email coe.careers@ttu.edu to meet with a Peer Career Advisor.