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Writing an Elevator Pitch that Kills

Elevator Pitch: “A short summary used to quickly and simply define a process, product, service, organization, or event and its value proposition.”ⁱ

Creating your Elevator Pitch

- **Keep your pitch simple and brief**, and always include who you are, what you want to do and why it matters (or what the employer/client will get out of it).
- **Use a story or example** to demonstrate your best qualities.
- **Use strong, action-packed words** and speak in a confident, personable tone.
- Be relevant. List the accomplishments (paid, unpaid, work, education or life experiences) that are relevant and compelling to your audience.
- If job searching, **be clear** about the job title, function and industry you are interested in.
- **Practice** your pitch, but don't memorize; you want to sound natural!
- **Make a connection** between yourself and your new acquaintance. End with a question to draw the contact into the conversation.”ⁱⁱ

CCHRPP Speed Networking Questions

Conversation Prompting Questions:

1. How did you get into this field?
2. What do you like about your work?
3. What types of strategies, skills and characteristics are important for success in your field?
4. What programs are you working on/ initiatives are you involved in? 1

ⁱ Wikipedia: Elevator Pitch. (2016, April 29). Retrieved from https://en.wikipedia.org/wiki/Elevator_pitch 2

ⁱⁱ University of Denver: Elevator Pitch or 1-Minute Commercial, 2015. Retrieved from <http://www.du.edu/career/networkingandevents/networkingtips/elevator.html>