



Preparing a Memorable Elevator Pitch

First, review this information from Princeton University on developing your elevator pitch: [Developing Your Elevator Pitch | Center for Career Development](#).

Additional Tips:

- ✓ Have fun with your elevator pitch.
- ✓ 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.

Next, use the form below to start developing your own elevator pitch:

Step 1: Who am I?

List your name, Fellowship position and host organization. (1 sentence)

Step 2: What do you do?

Describe your Fellowship position. (1-2 sentences)

Step 3: Why should I care?

What does your work do for the population you are serving? How will it make a positive impact in Public Health? Add emotion or interject a brief statement about a positive impact your role may have on someone or something. (2-3 sentences)

Step 4: So what?

What is your unique “selling” proposition? In other words, why is your Fellowship role special, relevant or essential to public health? (1-2 sentences)

Step 5: Who do you want me to tell this to?

Who is your ideal client or who do you want to work for? What do you want me to hear so that I think of talking about you to hiring managers? (2-3 sentences)

Step 6: One more time, who are you?

State your name and tagline again (1-2 sentences)

Step 7: Put it all together

Now string all these things together. Say it out loud a few times. Tweak it and add a little polish. Edit it down to 60 seconds. To give you a guideline, the average person can say 150 words per minute, so get your word count <150.