

# THE ELEVATOR PITCH

Whether it's at a career fair, job interview, meeting a random stranger, or even your best friend's mom, you should be able to give a confident elevator speech at the drop of a hat.

So how do you create an impactful elevator pitch? Here's a few simple steps: KISSED.

## KNOW YOURSELF

Be proud of your past accomplishments, what you are currently engaged in, and what you still aspire to achieve. What's your game plan for life?

## IT'S ABOUT THEM

Why are you interested in them? Remember your audience. What qualities would this particular employer be interested in and what skills or achievements do you have that cater to their needs? Also, do some research on the companies that you are pursuing to include elements of their unique culture, mission, or vision into your pitch.

## SCRIPT IT UP

Get in touch with your inner Shakespeare and write down your elevator speech. Writing it down will help you to edit your pitch and it'll help you remember the different points you may want to make.

## SHOW YOUR WORK

Even if it's just in front of a mirror make sure to **practice** your speech before the actual delivery. This will get your mouth used to talking and it's highly effective in finding hitches or awkward wording.

## EXUDE CONFIDENCE

Smile, make eye contact, and give a firm handshake. Confidence is key. You can do this!

## DROP A LINE

Remember to get a business card at the end of the conversation and keep in touch. Send an email of thanks within 24 hours of your meeting.

## YOUR TURN!

Follow the six steps and try to be fresh, original, and fun! A resume can be very cut and dry in talking about your finest points; delivering your elevator speech is your chance to show your personality and excitement for a position! Use the following as an example for reference:

"My name is Cassie Smith! I am a senior at MTSU studying business management and minoring in communications. My studies, combined with past internships, have helped me develop strengths in resolving conflict and training others that I hope to use in the field of Human Resources. There's just nothing better to me than helping someone work through their frustration and problems and seeing how helping "the one" can really benefit the whole of the company. Your company has a great work culture that emphasizes the same values that I do: positivity, adventure, and caring about employees and that's what got me interested in applying for this position in the first place!"

## WHERE DID THIS IDEA ORIGINATE?

The elevator pitch got its name from the "what if" scenario of meeting someone of power or influence in an elevator. Within the time of that elevator ride (about 30 seconds), you would have to make enough of an impactful impression on this influential person that the conversation ended in the exchange of business cards.

## WE'RE HERE TO HELP!

Drop by our office any weekday from 8:00-4:30 or online anytime.



Career Development Center

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