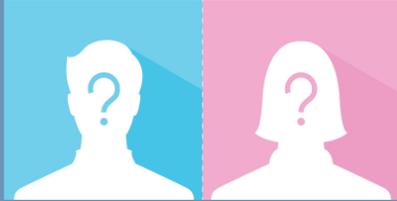


HOW TO DELIVER A GREAT INTRODUCTION/ELEVATOR PITCH

10 seconds. In this world of instant gratification, that's how long you've got to pique someone's interest. And if your lucky, you'll have another 20 seconds to articulate why they should hire you. Follow these tips to make your perfect introduction.



Who are you?

The "answer" to "who am I" is our identity. Our identity is our all-encompassing system of memories, experience, feelings, thoughts, relationships, and values that define who each of us is.

Example: "I am ambitious and driven. I thrive on challenges and constantly set goals for myself, so I have something to strive toward. I'm not comfortable with settling, and I'm always looking for an opportunity to do better and achieve greatness."



What is my objective?

Your objective is a brief functional statement of your career goals or interests and should serve to help organize your resume. It should be **REALISTIC, CONCISE, and TARGETED**, but not **RESTRICTIVE**. ... Your professional objective can describe the position you are seeking, the industry in which you wish to work, or both.



What are my Strengths?

It's important to take the time to identify your strengths and **PRACTICE** talking about them in advance. Let's start by identifying what your greatest strengths are:

- 1. Brainstorm:** Sit down and make a list of your top strengths — aim for at least 10 and be creative. Banish your modest internal editor to another room. Jot down everything that comes to mind.
- 2. Focus:** Narrow your list down to at least five strengths that you are comfortable discussing (or could get comfortable discussing with a little bit of practice).
- 3. Prepare Examples:** Develop at least one example to illustrate each of your strengths.



What's Your Passion?

Purpose can guide life decisions, influence behavior, shape goals, offer a sense of direction and create meaning. For some people, their purpose is connected to vocation—meaningful, satisfying work. Why did you choose the major you are in?

Example: A few years ago, I fell into a part-time job working for a nonprofit. At times, the job has gotten in the way of my writing, but I also know I am making a difference in my community and getting kudos for it. I still write and use that as a major tool, but I teach, put on seminars and exhibits, and other events to educate the public.

For students seeking an internship: Elevator pitches can be a great way of promoting yourself for the position. Keep the following points in mind while crafting your elevator pitch:

- Introduce yourself by stating your name, when you will be graduating, your major, and the type of career you are working toward.
- Describe what you are hoping to do with your degree and what your career goals and aspirations are for the future.
- Have you been involved in any type of extracurricular activities? This experience is important to mention, since it may set you apart from other applicants.
- Describe your qualifications and why they would be the right fit for the internship.
- Conclude your elevator pitch with a question for the listener. Ask whom you should be in touch with for further information.

Example: "Hi, my name is Ashley and I am a third-year business major. I am interested in international relations as a possible career and I am well prepared for the internship you are offering. In addition to taking classes, I have spent my time volunteering with _____ and working with _____. This internship appeals to me since I would be doing work in the field where I wish to work. My skills include _____, _____ and _____. Here is my resume. I look forward to learning more about the position. What would be the best way to get in touch?"

For More Information or to practice a mock interview, reach out to your Career Advisor or make an appointment on WildcatWorks.