

THE ELEVATOR PITCH

The elevator pitch is a short, 30-60 second, well-constructed pitch telling someone who you are and what you have to offer. Think of your pitch as a commercial and you're the product and you have 30 seconds to sell 'YOU'!

WHAT TO INCLUDE:

- Your School & Major
- Career Interests
- Work/Intern/Volunteer Experience
- Class Projects
- What you are looking for

COMMON MISTAKES:

- Lack of confidence in what you have to offer
- Lack of focus or goals
- Inability to articulate the learning and skills gained from academic coursework
- Too much focus on personal background, rather than professional background

EXAMPLE:

"Hello, my name is Ali Gator and I am a graduate student at San Francisco State University, majoring in Career Counseling. For the last year, I have been a Career Counselor Intern at Holy Names University in Oakland. It's been a fantastic experience where I've assisted students in their career development and enjoyed creating and delivering career related workshops. I have another year left with this internship and hope to secure a full-time Career Counselor position with a large, public university."

YOUR SCHOOL & MAJOR: _____

CAREER INTERESTS: _____

WORK/INTERN/VOLUNTEER: _____

CLASS PROJECTS: _____

WHAT YOU ARE LOOKING FOR: _____

CONSTRUCT YOUR PITCH & PRACTICE IT!



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