Crafting an Elevator Pitch

**Q:** What is an elevator pitch?

**A:** An elevator pitch is a 60-second introduction of who you are as a professional, your experience, and what you are looking to accomplish.

**Q:** What is it used for?

**A:** It is used to answer the questions, “Tell me about yourself” (typically asked at an interview) and “What do you do?” (typically asked at a networking event). It’s also a great way to introduce yourself at a career fair.

**Part 1** – 10 seconds: Your name and what you are currently doing. This should include your education and when you will be graduating/when you graduated.

*Example:* My name is Clyde Cougar and I am a senior at the College of Charleston. I will be graduating in May 2018 with a Bachelor of Science in Historic Preservation and Community Planning, and a minor in Communication.

**Part 2** – 25 seconds: Briefly describe your experience including internships, clubs and organizations, and work experience. This should be accomplishment focused. If you are at a job interview, the information in this section should be tailored towards the position you are interviewing for.

*Example:* I completed an internship this past summer with the Historic Charleston Foundation, where I worked with both the Marketing and Communications and Philanthropy departments. While I was there I gained experience educating the public about historic landmarks, managing the foundation’s website and social media accounts, and training and processing new volunteers. I have also been active in the CofC Historic Preservation Club, specifically coordinating guest speakers and helping to organize our annual benefit galas.
**Part 3 – 20 seconds:** What you are interested in doing and what type of work you are looking for. This section should highlight specifics about where you would like to be in the future.

*Example:* After I graduate I am interested in working for a local architecture firm, where I can apply my knowledge of Charleston’s history and culture, architectural design, as well as legal issues surrounding preservation. I’m looking forward to applying what I have learned in my classes, along with my communication and leadership skills I developed through my internship, to this industry.

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**Part 4 – 5 seconds:** If you are using your Elevator Pitch for networking, it is recommended that you ask a question at the end of your pitch. This will eliminate any awkward silence and help to promote a two-way conversation with the person you are speaking with. Some good questions might include:

- *What does your company/organization do?*
- *What populations do you work with?*
- *How did you get into this field?*
Now it’s your turn! Try composing your Elevator Pitch here and make sure to practice!