



## Developing an Elevator Pitch



Written and reviewed by Seasoned Match Mentors

An elevator pitch is a brief (30-60 seconds) way of introducing yourself, getting across a key point or two, and making a connection with someone. An elevator pitch is the opening for a networking connection, job interview, etc.

### Mentee Objective covered

Discuss topics to include in a brief introduction about yourself. How about a longer introduction of yourself? Practice with your mentor and seek feedback about your elevator pitch. Test and refine until you are comfortable with your content and delivery. Your elevator pitch may change depending on the situation. Continue to practice with trusted friends, colleagues, etc.

### Goals / Objectives of this Module

Understand the importance of the elevator pitch and how best to use it, update it and refine it to any given situation.

### LESSON / MODULE TOPIC COVERED

An elevator pitch or elevator speech is a quick synopsis of your background, experience and purpose. It is short and no longer than a brief elevator ride. The pitch is all about who you are, what you do and what you want to do if job hunting, or are doing if simply networking.

Craft your elevator pitch to include the following:

1. Introduction
2. Explain what you do
3. Identify who you are associated with and where you want to go
4. State what makes you different
5. Include an exciting hook
6. Conclude a cohesive pitch

### Lesson Notes

Discussions each month should start off with an updated elevator pitch from mentee to mentor with a focus on where you have been in the past month since your last conversation, where you are today and where you are going in the next month and beyond.

### Post Lesson and Pre-Lesson Assignments

Continue what is working well and evaluate if something better might work and what that might be. The elevator pitch will continue to evolve as you move through college and on into the work force.

### SOURCES

1. Herry, Jennifer, "How to Create the Perfect Elevator Pitch in 6 Steps" Indeed, web 10 March 2023, <https://www.indeed.com/career-advice/career-development/perfect-elevator-pitch>





2. Doyle, A, "How to Create and Elevator Pitch (with Examples)" the balance, web 3 May 2024, <https://www.thebalancemoney.com/elevator-speech-examples-and-writing-tips-2061976>

