



## ELEVATOR PITCH

Your elevator pitch is one of the most critical tools in your job search process. You will use it when networking and in an interview when the potential employer asks, “tell me about yourself.”

The base of your elevator pitch should include key points, strengths, and accomplishments that make you valuable to a potential employer.

To begin, list strengths and accomplishments you would like to include in your pitch. Examples: education, experience, achievements, time in your profession, memberships, professional organizations, special talent or areas of specialization

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Incorporate the above listed statements into your elevator pitch. Next, begin practicing your pitch until you can give it comfortably and naturally, so that it does not sound memorized. Ideally, you will customize it to your targeted audience whenever possible, while including follow-up questions for your recipient. However, putting together the basic components will provide a core statement out of which to operate.

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**Example:**

I have a bachelor’s degree in business and three years of experience as an Accounting Tech at CU Boulder. In my previous position I focused on projects that used CU PeopleSoft, including both finance systems & HCM. I’m active in the American Accounting Association and serve as a representative for the local chapter. Also, at CU I’ve participated on a Chancellor’s Committee and served as a liaison to departments across the campus. I especially enjoy balancing the use of my math abilities with my communications skills and am looking for a position that allows me to combine both.