

Developing Your Elevator Speech

You are searching for a new job. The person responsible for hiring at the company you want to work for more than anywhere else— your dream job— suddenly steps into an elevator with you. Imagine that you are the only two people there, and you have less than 30 seconds to convince this person you are the one for the job. What do you say?

The “elevator pitch” is a crucial piece of your personal marketing, and should be used any time you meet someone who may be able to help with your job search. Use this worksheet to help develop your story:

My career interest is:

I am passionate about this area/industry because:

Required skills, credentials, or experience for people in this field include:

My related skills, experience or credentials for this area are:

My biggest assets for a career in this field are: