

Writing Your Elevator Pitch

What is an Elevator Pitch?

- The job-getting process (applications, interviews, and networking) is really about self-promotion
- You must learn to think and speak confidently about yourself and your skills, experiences, and talents
- An elevator pitch is a quick, impactful speech (20-30 seconds) that will spark interest in an employer to accept your application, or to meet with you for a longer conversation

Creating your Elevator Pitch.

Step #1 - Identify your goal

- What is the objective of your pitch?
- Is this a simple meet and greet scenario where you will have a few minutes to interact with potential employers?
- Do you want the employer to accept your resume and/or invite you for an interview?
- Example: Objective: to engage students, and to demonstrate why it is important to join Co-op.

Step #2 - Explain What You Do

- Introducing yourself with a handshake and a genuine smile
- Describe your field of study and your interests, as well as any noteworthy skills, experiences or qualities that you are passionate about
- Your pitch should excite YOU first. You should be enthusiastic about your interests!
- Example: "Hello, my name is Stacey Gaudette-Sharp. I'm an instructor with the Faculty of Arts and Science Co-op and Applied Studies programs. I love my job because I help students understand their potential, and teach them how to achieve their goals."

Step #3 - Communicate Your USP (Unique Selling Position)

- Identify what makes you unique
- Highlight a special quality about yourself and, if you can, provide a concrete example to demonstrate.
- Example: "I specialize in helping students to think critically about their experience, and to draw connections between their academic training and the application of their skills in the workplace. When students are engaged in the Co-op process, 95% of them will participate in a work term."

Step #4 - Engage With a Question

- Once you've communicated your USP, it will be important to engage the listener with an open-ended question (one that encourages conversation, not a yes or no answer).
- Example: "So, can you tell me a little bit about why do you want to join Co-op?"

Step #5 - Ride the Elevator to the top!

- Pull it all together by reading it out loud and timing yourself. It shouldn't take longer than 20-30 seconds.
- Practice, practice, practice!