Evaluate Your Elevator Pitch
Use this document to craft and evaluate your elevator pitch

| Style | ❖ Speak clearly and slowly  
|       | ❖ Keep it brief, 30 - 60 seconds  
|       | ❖ Be authentic, let your personality come through |

| Content | ❖ Answer these questions:  
|         | ➢ Who are you?  
|         | ➢ What do you do?  
|         | ➢ Where do you want to go, and what are you looking for?  
|         | ❖ Try using a past, present, future structure:  
|         | ➢ What did you do: describe the most relevant or recent work you have done  
|         | ➢ What do you do: Share a bit about where you are today  
|         | ➢ Where do you want to go: Share your aspiration, goal, or next step. You might also share what is motivating you to desire that goal or next step |

| Invite Conversation/Next Steps | ❖ Close with a question to start conversation--you might ask to learn more about them or for advice, feedback, or input |

Sample Elevator Pitch
(I am) Hi, I'm John Doe. I graduate in May and my passion is technology.  
(Interests) I love creating strategies for new products, especially with technology.  
(I know you) I understand that your company is focusing on a new product line.  
(My skills / accomplishments) As an intern I created an aggressive marketing campaign for a technology product, which improved sales by 50%.  
(I’d like to meet or follow up) I’d love to talk to you about how I might be able to help your company. Are you available for a meeting?