

Write your Elevator Pitch!

Make a connection in 30 seconds or less

To develop an introductory statement that you can use in a variety of settings (at a networking event, sitting next to someone on an airplane, or participating in an interview), think about the following:

Who am I?

Example: *"Hello, my name is Taylor, I direct and produced video campaigns for mass production."*

Or: *"Hello, my name is Sam, I am an environmental researcher with a passion for educating my local community on renewable resources, pollution creation, and non-renewable resource depletion."*

What is my objective?

Example: *"I am interested in building a new series of powerful 30-second commercials that speak to current issues."*

Or: *"I am currently seeking the right opportunity within non-profit and environmental sustainability."*

What are my strengths?

Example: *"My ability to share complex stories that transcend languages, cultures, and backgrounds, is my greatest strength to produce this campaign."*

Or: *"My graduate education at the University of Miami provided opportunities to think critically and educate the community to be better stewards of the environment."*

What is my passion?

Example: *"My passion is to use video to share stories, increase empathy and understanding across our planet. Most recently, I have the honor to direct a project on the lack of access to healthcare in the villages of Uganda."*

Or: *"The Research Analysis role will allow me to make an impact as we strive to reduce waste, energy, water consumption, and increase education for the community."*



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How do I wrap it up?

Example: “Can you share with me your creative vision for the campaign and what you see as key performance indicators?”

Or: “As a non-profit focused on sustainability, how does the company participate and track internal green initiatives?”

Remember to personalize your pitch for the situation and person to whom you are speaking.

Your pitch will change based on several factors that can include the environment, the level of relationship, and the context of the conversation. For example, introducing yourself in line at a coffee shop will sound different than if you were in an interview or at a formal networking event. Don’t worry about memorizing a script or being rehearsed! Often your elevator pitch will be delivered throughout a conversation. Use the space below to draft your pitch!

