



## Appendix II

### Engaging with a Great Elevator Pitch

An elevator pitch is a networking essential. In about 30 seconds, you can tell someone enough information about you, what you're looking for, and simply get a conversation started. You don't want to get into too much detail or tell your whole life story. Focus on the most important things that you want someone to know and remember about you.

Keeping in mind your SMART goal for your job search, try this format for deciding what to include in your elevator pitch, but remember – keep it brief!

#### Who are you?

- Identify one or two words that you would use to describe yourself
- In one sentence, describe your background or experiences.

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#### What do you do?

Choose one or two of the following:

- Very briefly describe an accomplishment that you are proud of and relates to something that you'd like to do in the future
- Describe the type of work that you want to do
- Name 2-3 skills, knowledge or abilities that make you a valuable to an employer

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#### What are you looking for?

Describe the job situation that you are looking for.

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