

# The Elevator Pitch

## Why do I need a 30-second introduction?

One of the keys to successful interviewing and networking is to make a really strong first impression. One of the first opportunities to make this impression is often in response to the question “**Tell me about yourself.**” The answer is your personal “commercial.” It is essentially an overview of your experience, skills, strengths, accomplishments and goals—all in 30 seconds. You will use your 30-second commercial throughout your professional life such as at an interview; in a cover letter; at professional networking events; in cold calling employers for future jobs/internships; and when introducing yourself to a potential employer at a career fair.

## How do I write a 30 second introduction?

To craft an introduction be sure to tell **(A)** who you are, **(B)** what your experience/strengths/abilities are, and **(C)** what you want. Be straightforward, be direct, and request referrals, if appropriate.

## Example with various possible endings:

**(A)** My name is Christina/Chris Smith. I am a college senior majoring in psychology. **(B)** I serve on several campus committees devoted to producing campus events and serve as a member of the Student Athlete Committee. I am also a member of a student group on campus that invests money on behalf of Pitzer College. My experiences emphasize student programming and utilize my analytical, organizational, and planning abilities. I plan to pursue a career in sports marketing.

**(C1)** Employer—I am applying to this job/field because it closely matches my interests, skills and abilities.

**(C2)** Acquaintances/Alumni—I am seeking a job after graduation and am looking for possible leads into the field.

**(C3)** Graduate/Professional school—I am interested in learning more about your Sports Administration Master’s Degree program.

## A typical script for a 30-second introduction:

Hello, \_\_\_\_\_ . My name is \_\_\_\_\_ . I was referred to you by \_\_\_\_\_ . I’m currently a \_\_\_\_\_  
\_\_\_\_\_ at Pitzer College, studying \_\_\_\_\_ . I’m interested in \_\_\_\_\_  
\_\_\_\_\_ . I’m contacting you because \_\_\_\_\_  
\_\_\_\_\_ .

Construct your own thirty-second introduction right now.

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Practice! Read it aloud and revise it until you can make it sound natural.