

# Master the Elevator Pitch

An elevator pitch is a brief, persuasive speech that you use to create interest in yourself and tells the listener who you are, what you do and why you would be the perfect candidate for a job. A good elevator pitch should now exceed 30 seconds.

## How to create an elevator pitch

It takes time and practice to get this right and it is common to go through several versions before you find one that is compelling and sounds natural in conversation. The aim is to be able to reel off your elevator pitch at any time from a job interview to a networking conversation with somebody who might be able to help you. A good pitch should answer three questions:

- Who are you?
- What do you do?
- What are you looking for?

### For example:

*“Hi, my name is John Brown. I am a UQ Student studying Business with an internship at PWC and I am looking for opportunities within the finance industry.”*

For the second half of the pitch, John would then go on to add details about his unique selling proposition, special skills and specific ways he could help that potential employer. To do this you should consider the following points:

## 1. Identify your goal

What is the objective of your pitch? Work out the best way to discuss your field and the type of job that you are pursuing. Having an understanding of this will help you

to tailor your pitch.

## 2. What do you do well? (Unique Selling Point)

What you do is the foundation of your pitch. You need to be able to articulate what skills you have and what you can deliver. Make sure that you consider:

- Your professional accomplishments
- What two transferrable skills you really excel at
- What your essential skills set is and what abilities you have continued to strengthen in your experience
- What student clubs are you into? Who do you admire? What are your favourite subjects?

## 3. What would you like to do? (Goal)

You need to let your listener know how they can help you. Take some time to consider what you want. Is it a job? Is it to learn new skills? Is it to gain information about an industry? Your elevator pitch should position you as a solution to a problem.

Consider using the following aspirations:

- Gain exposure or credibility in the industry
- Hoping to find a role in...
- Suggestions as to how I can...
- Looking to write for...
- Insight on how I can apply...

## 4. What is your why? (Motivation)

By understanding your motivation behind your goals, you will be able to demonstrate that you are not just about the superficial things such as money or status. Focus on your intrinsic motivators that define your goals. Think about:

- Who do I want to help or inspire?
- What problems do I want to solve in my career?
- Why do I enjoy the work I am doing?

After you have considered this, your elevator pitch should look something like this:

*“Hi, my name is Sarah Smith, I am a UQ Student studying Communications. I consider myself to be a communications professional with a knack for storytelling. Considering my colleagues often complement me on my thoughtful and engaging presentations, I am looking for insight as to how I can best position myself for a role in production or videography at (company name). Because I am inspired by documentaries, I want to help companies express their missions in compelling and relatable ways in the age of social media.”*

## Tips and Tricks

- Tailor the pitch to them and not you. It is important to remember that people will be thinking about what is in it for them. So focus your message on their needs and use benefit focused terminology.
- Eliminate industry jargon. Ensure that your pitch is easy for anyone to understand so avoid acronyms and tech-speak if you are not speaking with a specialist.
- Write it down. Write down everything that you would like a prospective employer to know about your skills, accomplishments and work experience that is relative to your target job. Then delete everything which is not critical to your pitch. Continue to do this until you are down to a few key bullet points.
- Stay interesting and relevant. Your goal is to interest the listener into wanting to find out more, not tell your life story. So remove details that are not relevant.
- Practice, practice, practice. Practice makes perfect and will make it sound natural. If you do not practice then it could sound too structured or fake.

## For further details, please contact:

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