

1. Clarify your job target:

- a. What is your field?
- b. What type of job are you pursuing?

2. **What do you have to offer?** List phrases that describe you. Identify the things you want a prospective employer to know about you. These are your KSAs (knowledge, skills, and abilities) and relevant experiences:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_
- g. \_\_\_\_\_
- h. \_\_\_\_\_

3. Now cross out everything that you listed in #2 above that is not *critical* to your pitch. Your goal is to edit your list down to a few key bullet points/descriptions. You want your pitch to get the attention of your audience and interest them in learning more about you (not tell your life story). You want to be memorable because your pitch was effectively focused and organized.

4. **Format it.** Now outline your pitch below to answer the three questions listed, focusing on the key bullet points/descriptions you have left in #2:

- a. Who are you? e.g. *Hi, I'm Vanessa Falk*
  
- b. What do you do? e.g. *I'm a student at ....., majoring in..., my KSAs and experiences...*
  
- c. What are you looking for/career plan or goal? e.g. *I'm looking for an internship experience...*

5. **Review your pitch checking for these issues:**
  - a. ***Be sure you've tailored the pitch to your audience, not you.*** Is your pitch focused on your audience's needs? Remember that your audience is looking for you to answer the WIFM question "What's in it for me?"
  - b. ***Eliminate industry jargon, acronyms, or tech-speak.*** Your pitch needs to be easy for anyone to understand (the average person, job interviewer, recruiter, etc.)
6. **Read your pitch out loud.** Make sure your pitch sounds authentic: not formal, fake, or like an infomercial. You should have short "chunks" of information with pauses built in between (take a breath). This gives your audience time to catch up and process what you've said.
7. **Rehearse your delivery.** Rehearse your pitch so you can deliver it extemporaneously and consistently within 20-30 seconds. Record your pitch standing up. Watch your recording to critique it, identify how to improve it, pay attention to how you sound (authentic and believable with passion), and how you look (facial expressions, gestures, eye contact, etc.). Record your pitch again until you have a quality recording of your elevator pitch that is authentic and polished, but not memorized. Look the person (your camera) in the eye, smile, and deliver your pitch with confidence and enthusiasm. Speak clearly, take breaths to provide pauses, and at an appropriate pace (slower than a conversational rate).
8. **Future use:** You should prepare a few variations of your pitch. You will deliver variations of your pitch depending on your audience. You'll have a different pitch for a potential employer at a job fair vs. at an interview when you're asked the question, "tell me about yourself", vs. when you meet someone at a networking event or business conference.

Source: <http://www.forbes.com/sites/nextavenue/2013/02/04/the-perfect-elevator-pitch-to-land-a-job/#5ecd6f067cbd>