



Elevator Pitch

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*The **elevator pitch** is a short summary of: 1.) Who you are. 2) What you have accomplished. 3.) How you add value to your organization or customer.*

What are the keys to a successful elevator pitch?

- Make it sound natural. Nobody wants to be “sold” or pitched at.
- Verify the appropriateness of even beginning the conversation in the first place.
- Planned interactions, such as job fairs or interviews are likely places to use the pitch.
- Your profile on your resume or LinkedIn are other popular places to use it.

What’s the process?

- 1.) Determine appropriateness of the situation.
- 2.) Answer
 - a.) Who are you?
 - b.) What have you done?
 - c.) How do you add value to your organization or customer’s lives?

How do I pull it off?

- 1.) Be natural.
- 2.) Don’t sound like an infomercial or scripted.
- 3.) Keep it simple (it’s not a book just a line or two).

Are there other ways to create an elevator pitch?

Yes there are. Think of it this way:

Imagine being at Thanksgiving dinner, meeting a new relative for the first time, and being asked “So what do you do?”

Imagine seeing your favorite teacher a decade or two after you graduated high school and she asks you “What are you doing with your life?”

Or answer: “So tell me about yourself?”

Is there a simple and easy formula?

You bet. Try this process. Answer the following:

Who am I? (Refers to your name)

What do I do? Refers to what you love to do (teach, cook, write, build etc.). Focus it down by asking yourself this one question - what is the one thing right now that you feel supremely qualified to teach other people?

Who do I do it for? Refers to the people who benefit from what I do in #2.

What do these people want or need? Refers to what these people want or need that you have, so they come to you to receive this thing.

How are they changed as a result of what I give to them? Refers to how do they change or transform as a result of what you gave them.

Examples: (The breaks / represent each part of the 5 steps of the formula)

"I/ design controls/ for automobiles / to perform better/ so drivers feel safe and confident behind the wheel."

"I/ design apparel /for men and women /who need affordable choices/ so they can look and feel their best."

"I/ train/ entrepreneurs and creative people/ to take decisive actions/ so they can get their greatest work into the world."

"Hi my name is Jerome Jones, / I operate and program CNC machines/ for XYZ Corp. / to make the highest quality parts on the market/ so our customers can always count on the best product with no defects."

"Hi my name is Chef Remy, / I create delicious food/ so my customers/ have an exceptional dining experience/ and a meal they will always remember."

Who am I? _____

What do I do? _____

Who do I do it for? _____

What do these people want or need? _____

How are they changed as a result of what I give to them? _____

Helpful Videos:

<https://www.youtube.com/watch?v=ZKieEckKc80>

<https://www.youtube.com/watch?v=vVsXO9brK7M> (7:40 in on the video)

Please Note: This document was created by Career and Employment Services (CES) at Gateway Technical College. It is intended to be a guide and may not be all-inclusive to meet your specific needs. Check out the CES website at www.gtc.edu/ces for additional resources or to make an appointment please call (800) 247-7122.