THE ELEVATOR PITCH

The elevator pitch is a short, 30-60 second, well-constructed pitch telling someone who you are and what you have to offer. Think of your pitch as a commercial and you’re the product and you have 30 seconds to sell ‘YOU’!

<table>
<thead>
<tr>
<th>WHAT TO INCLUDE:</th>
<th>COMMON MISTAKES:</th>
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<tbody>
<tr>
<td>• Your School &amp; Major</td>
<td>• Lack of confidence in what you have to offer</td>
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<td>• Career Interests</td>
<td>• Lack of focus or goals</td>
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<tr>
<td>• Work/Intern/Volunteer Experience</td>
<td>• Inability to articulate the learning and skills gained from academic coursework</td>
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<td>• Class Projects</td>
<td>• Too much focus on personal background, rather than professional background</td>
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<td>• What you are looking for</td>
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EXAMPLE:

“Hello, my name is Ali Gator and I am a graduate student at San Francisco State University, majoring in Career Counseling. For the last year, I have been a Career Counselor Intern at Holy Names University in Oakland. It’s been a fantastic experience where I’ve assisted students in their career development and enjoyed creating and delivering career related workshops. I have another year left with this internship and hope to secure a full-time Career Counselor position with a large, public university.”

YOUR SCHOOL & MAJOR: __________________________________________________________________________

CAREER INTERESTS: __________________________________________________________________________

WORK/INTERN/VOLUNTEER: ______________________________________________________________________

CLASS PROJECTS: ____________________________________________________________________________

WHAT YOU ARE LOOKING FOR: __________________________________________________________________

CONSTRUCT YOUR PITCH & PRACTICE IT!
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