



An “elevator pitch” serves as your introduction to a potential employer without a scheduled interview. Essentially, it is a pitch about yourself that is no longer than 30 seconds to one minute, or approximately the length of an elevator ride. You should be developing yours now to be ready to make a good impression whenever you meet that special someone at job interviews, career fairs, or networking events.

Three Common Mistakes to Avoid

1. **Not knowing your audience.** Before starting to prepare your elevator pitch, know your audience first! Ask yourself: (1) Who am I giving this pitch to? Do they work for a company or an organization? (2) What information about myself would interest this person?
2. **Telling your entire life story.** Avoid telling where you are from, who your family is, and your favorite hobbies if you aren't prompted to give that information. Stick to professional and relevant information.
3. **Not minding your nonverbal communication.** Your non-verbal communication (body language, voice tone, not smiling, crossing your arms) accounts for most of your communication. You want to be your best professional, authentic self when giving your elevator pitch, so it's important to practice your elevator pitch and ask trusted advisors to watch your non-verbal communication to ensure you are smiling and have voice inflection to avoid sounding and looking like a robot.

Be Prepared to Continue the Conversation After Your Elevator Pitch

1. Have 3-5 additional questions ready to ask them so that you have them talking about their company, role, or industry.
 - How long have you been with the company?
 - What have you enjoyed about working for this company?
 - What skills are necessary for this type of role?
2. Have stories ready to elaborate on your skills, qualifications, and resume content. Be ready to answer why you chose to attend The Citadel and try to correlate your choice to an employable skill: problem-solving, strategizing, teamwork, work ethic, professionalism, collaboration, etc.
3. Always ask for a business card/contact information to follow up within 24 hours. Use their business card to take notes about what you talked about so you can use that information for your follow-up or to note the hiring manager's name.

Four Key Pieces of an Elevator Pitch

1. Introduction	2. History	3. Career Goals	4. Closing
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Crafting Your Elevator Pitch

Introduction: A greeting (such as “Hi” or “Hello”) with your name, a firm but quick handshake, and “Nice to meet you” after they share their name.

Hi! I'm Jamie Johnson.

History: What have you been doing and doing well? It helps to bullet point 3-5 of your key strengths, such as the potential you can bring to the role and relevant accomplishments to the job or industry. Consider discussing your major and what interests you have in the industry. You can also explain your internal motivation to study your field. It's important to talk about your internships/jobs, accomplishments, projects/studies, ROTC, and leadership roles when applicable.

I am a sophomore marketing major at The Citadel. I am the Vice President of The Citadel's Marketing Club and am currently running for President. I like studying branding, digital marketing, and product development strategies. This past summer, I interned with the Marketing Department at Pepsi, where I developed my marketing skills.

Career Goals: Discuss your entry-level career goals with their company/organization. What are the entry-level job titles relevant to your industry or field? Or you can discuss why you chose The Citadel for this career goal and what motivates you to work in this field beyond gaining employment.

I hope to use my skills to become an Assistant Brand Manager.

Closing: Wrap up your elevator pitch with an open-ended question to continue the conversation. Try to avoid questions that will result in “yes/no” responses, as those are harder to continue the conversation.

What can you tell me about the marketing roles available at your company/organization?
