



MISSISSIPPI STATE UNIVERSITY™
CAREER CENTER



ELEVATOR PITCH

Elevator Pitch

(Adapted from the Academic and Advising Center at Humboldt State University)

An Elevator Pitch is a 30-60 second verbal summary of your skill sets, education, and career goals. It's a concise statement that shares who you are, what you do, industries you serve, and how you add value or contribute.

It's being able to successfully convey your skills, background, and other information in the time span of an elevator ride.

Where can it go?

Your elevator pitch can be used in:

- Cover Letters
- Résumé Profile/Summary Paragraph
- LinkedIn Profile
- During an Interview to answer "Tell me about yourself"



ELEVATOR PITCH COMPONENTS

WHO ARE YOU?

Introduce yourself by sharing your name and place yourself in context by explaining what school you attend, your academic program, when you graduate, or where you currently work.

WHAT MAKES YOU STAND OUT?

Identify your Unique Selling Proposition (USP). Think of this as your unique blend of skills and experiences. You don't have to have an experience or skill that no one else has, but you do have a unique blend of skills and experiences that make you different from other applicants (and your classmates).

- Personal traits
- Accomplishments
- Classes
- Hobbies
- Extracurricular Activities
- Jobs

How to stand out?

WHAT ARE YOUR GOALS?

This lets employers know what you are looking for: career information/advice, an internship, summer job, part-time or full-time position. Describe what you are hoping to do with your degree, and identify your qualifications and how they align with what you're seeking.



UNIQUE SELLING PROPOSITION (USP)

Step 1: Self-Reflect | What do you think you bring to the table?

Step 2: Ask Others | Gather input from others about their impression of you by asking these sample questions:

- What value do I create for you, and why is that important to you?
- What do I do best?
- How would you describe me to someone using 4 words?

Answer the information below to develop your USP that can be used within your pitch:

1. 3-5 catchy words/key attributes that define you and what you do well. These can be a combination of your own words and what others said about you.

_____ , _____ , _____ , _____ , _____

2. A compelling short story written in first person of your accomplishments and achievements.

3. Value you provide to others:



WRITING YOUR ELEVATOR PITCH

Clarify your job target Be able to clearly explain the type of position you want.

Put it on paper Write down everything you want an employer to know about you! Then, edit until you remove the fluff.

Format it Answer four questions: Who are you? What do you do? What makes you unique? What are you looking for?

Tailor the pitch to them, not you Make sure to focus your pitch on the needs of your target audience.

Make it clear and concise You need to make your pitch easy for anyone to understand.

Read out loud and edit again The language you write in is different than how you speak. Practice your pitch out loud, then edit until it sounds natural.

Prepare a few variations You might want to say things differently to a potential business employer than you would to a professor you hope to work with. Focus on mastering a few key talking points then work up ways to customize for specific situations.



ELEVATOR PITCH SAMPLES

Sample #1

“ Hi! My name is Ashley, and I am a third-year business major at Mississippi State University. I am interested in international relations as a possible career, and with my experience, I'm confident that I'm well prepared for the internship you are offering. Outside of my classes, I have spent my time volunteering with _____ and working with _____. This particular internship appeals to me since I would be doing work in the field where I wish to work. My skills include _____, _____, and _____. Here is my resume for you to review when you get some time, and I look forward to learning more about the position. What would be the best way to get in touch? ”

Sample #2

“ Hi! My name is Marquis Smith. I am currently a senior at Mississippi State University majoring in Criminal Justice. I spent last semester as an intern with the Wake County Police Department's juvenile delinquency program. After participating in that internship, I've discovered a passion for working with youth, and I'm looking for a position where I can utilize my criminal justice background to promote positive social change. Do you have a second to chat? ”

Sample #3

“ Hi! My name is Sean, and my background is in architectural design. I majored in architectural engineering and have long been fascinated by the structural design choices. I'm seeking a position that will allow me to use the skills and strengths I acquired as a student and employee. I've worked on several major projects in the field and would bring that experience to your company. I started out working as an intern at my current firm and was able to move up in just one year. I am now looking to take my skills to a new and exciting position. Would you like to take a look at my résumé? ”