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ELEVATOR PITCH

Once you have identified your interests, skills, and goals, you should create an elevator pitch. An elevator pitch is a 30-60 second professional introduction. Whether you are preparing for an interview, conducting an informational interview, or going to networking events, being able to quickly communicate who you are, what you do, and the value you would bring to an organization is a must have skill.

Follow this outline to begin creating your elevator pitch!

Hello, my name is _____ and I am a _____ (class status and major). I am interested in _____ (list interests relevant to the employer). During my time at Louisville, _____ (insert story). Based on my experience, I am (articulate your large professional goals).

Still unsure of how to construct your pitch? Check out this example:

Hello, my name is Tyler Johnson and I am a Junior Political Science Major and Women's and Gender Studies Minor at the University of Louisville. I am interested in combining my knowledge of political science and women's issues with my organization and communication skills as I pursue a career in community organizing and nonprofit leadership. During my time at Louisville, I served as a Leader for the Medical Humanities and Social Justice in Health Care student organization, where I increased community involvement by over 85%. Based on my academic and professional experience, I am excited to utilize my skills to empower local communities to advocate for their rights.

Now that you have your elevator pitch written down, it is time to go ahead and memorize it. You will want to practice it repeatedly until it sounds natural and unscripted. Practice with your friends or even by yourself in front of a mirror. It is important to be able to go through your elevator pitch on the fly, after all you never know when someone will ask you, "who are you and what do you do?"

However, the reality is that mining the internet for job openings is not the best job search strategy. According to research, "in the United States only 20 percent of all the jobs available are posted on the Internet," which means that four out of five available jobs are acquired through some form of networking.¹ The best way to open yourself up to all of the jobs that are available is through building strong networks with professionals in the fields that you are interested in.

¹ Bill Burnette and Dave Evans, *Designing Your Life: How to Build a Well-lived, Joyful Life* (Alfred A. Knopf: New York, 2018), 146.