How To Create A Winning Elevator Pitch

An elevator pitch is a well-prepared, 30-second speech that sets you up for a memorable first impression at an interview or networking event. Whether you’re working toward landing an interview or already have one scheduled, it’s time to plan what you’re going to say about yourself.

Elevator Pitch 101

- **Grab attention**: Open with something captivating, funny or relatable.
- **Spark curiosity**: Find your wow. Say something about yourself that will be memorable, like a volunteer project or that you’re a certified scuba diver with a finance degree.
- **Elaborate on your expertise**: Summarize your experience, but don’t just tell them what you do, tell them how well you do it by mentioning specific examples.
- **Prepare for more questions**: More questions are a good thing. A good elevator pitch is an invitation to a conversation, not a sales pitch. Use that same confident energy you used in your elevator pitch to continue the conversation.

Five Pro Tips For A Powerful Elevator Pitch

1. Start by writing about who you are, what you do and how you do it. Don’t be afraid to brag about your accomplishments.

2. Talk about what makes you unique and any key milestones, memories, statistics or results that speak to your work ethic.

3. Use your phone to record and time out your elevator pitch. Edit it until you’ve reached a streamlined 25 – 35 seconds.

4. Listen to what you’re pitching critically, or (even better) pitch it to someone who isn’t afraid to give you constructive criticism. Do you sound like yourself? Do you seem conversational and at ease?

5. Practice your pitch until you feel at ease and totally comfortable. Then, start testing it in the real world!

To learn more about perfecting your personal elevator pitch, visit [https://www.MyRocketCareer.com/How-We-Hire/](https://www.MyRocketCareer.com/How-We-Hire/).