

The Elevator Speech

An elevator speech is a way to describe yourself and your work ethic in a short amount of time. Employers usually ask this as the first question during an initial interview to have a brief overview of your skills, qualifications, and personality. Many people think of an Elevator Speech as a first impression or advertisement to draw a potential employer's attention and cause them to want to hear more.

Tips in Creating a Memorable Elevator Speech

- 1. Start by introducing yourself.** What are your strengths/skills/qualifications as an employee? What words best describe you and your work ethic? What do you want the listener to know about you?
- 2. What is your major focal point?** What makes you different from the other candidates? How can you and your work ethic set you apart? Give detailed information about your education and experience.
- 3. Know to whom you are talking!** Construct your elevator speech to each individual company or business you are applying. A generic one sounds like you did not prepare beforehand.
- 4. Make it interesting.** Be sure to let your personality shine through, and be passionate about the potential job.
- 5. State how you can benefit the employer.** Your statement should be persuasive and engaging, when well crafted.
- 6. Outline your speech.** Write down all the points mentioned beforehand and compose it so that it is seamless and goes together nicely.
- 7. Finalize your speech.** Now that you have outlined all the important points, make sure you go through and edit it so that it is grammatically correct and 30 seconds or less.
- 8. Practice!** Perfect your speech so that you know what you are talking about, but not to the point where it sounds rehearsed.

Be prepared to explain or expand on portions of your Elevator Speech. Also, have some questions to ask the employer at the end.



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Samples:

Hi! My name is Sampson Blue I am a majoring in Kinesiology, hoping to break into sports administration. I am on several campus committees devoted to promoting and producing sporting events, both intercollegiate and intramurals. My ultimate goal would be to work in sports marketing and sponsorship sales. I got your name from the alumni office and I wonder if you would have a moment to speak with me about the sports business.

Hi, my name is Jane Marigold and I am a senior Cultural Anthropology major. I'm looking for a position that will allow me to use my research and analysis skills. Over the past few years, I've been strengthening these skills through my work with a local nonprofit to develop strategies to support water quality and habitats. Eventually, I would like create education programs on water conservation awareness. I read that your organization is involved in water quality projects. Can you tell me how someone with my experience may fit into your organization?

Nice to meet you, I'm Taylor Brown. I'm currently a senior at Vanguard and am studying Business Administration. I hope to become a computer programmer when I graduate. I've had three internships which allowed me to work on several program applications with a project team. I enjoy developing computer applications for simple business solutions. The position your company has listed on LionsLink seems like it would be a great fit for my experience. I'd like to hear more about the type of project teams in your organization.

Use the space below to develop your elevator speech. Be sure to explain who you are, why you wish to speak to the individual, and what you are hoping to achieve through your interaction.

Read your speech aloud and revise it until you can make it sound natural.