

WRITE YOUR ELEVATOR PITCH

Use this formula for creating a winning elevator pitch for networking, interviewing, cold emailing, adding LinkedIn connections, and more.

CREATE YOUR ELEVATOR PITCH.

STEP 1: COMPLETE T	HE FOLLOWING STATEMEN	T:		
I am a(industries).	_(fill in position title) with	years of expe	years of experience in	
My background is in or niche in your field).	(industry) and my	work focuses on	(specific position	
IMPORTANT AND RE				
Ex: leadership, problem-solv	ring, and communication. Think soft	skills that matter to employe	ers.	
My strengths include _ are also strengths.)	,, ar	nd (Use th	nree desired skills that	
Or with the following:				
I have special expertise strengths.)	in,	_, and (U	se three skills/	



PERSONAL BRANDING TOOLBOX



STEP 3: SHARE WHAT YOU ENJOY, ARE MOST PROUD OF, AND WHAT YOU'RE LOOKING FORWARD TO OR EXPLORING IN YOUR NEXT POSITION.

Be specific about what has excited you the most about the work you've done, and why you've loved doing it. Demonstrate self-awareness about environments in which you shine and excel and situations that bring out the best in you. And don't be too vague or general.

I enjoy/I am most proud of:,, and (Three areas where you excel and deliver results.)
Also include:
I am looking forward to, I am looking for, or I am exploring opportunities in, (desired role, type of position, or industry) so that I can (type of pain or problems you solve or how you'll contribute).
STEP 4: COMBINE STEPS 1-3 INTO A FINAL ELEVATOR PITCH.

