

The Elevator Pitch				
Your name				
Affiliation with... (Community organization, sports club, church, etc.)				
Role(s) (Treasurer, Parent-Teacher Assoc.; Coach, Little League; President, Chemistry Club)				
Academics				
Activities (I organize the meetings, prepare agendas; Create play strategies; Choreograph routines, etc.)				
Skills/Qualifications (Can include insight gained, knowledge, or 'hard' industry skills like equipment, tools, software (mis-en-place, etc.)				
Goals timeframe, outcome, maybe include initial steps (In the next year/ 5 years, I want to start as a sous chef; I want to enroll in a pre-med program; I want to complete a pre-med program on my way to GMAT and medical school)				

Practice, Practice, Practice:

Speak into your cell phone recorder, stand in front of a mirror, and rehearse with people who will give you constructive feedback. Practice for naturalness. Practice in front of a mirror, with friends and family, until the “pitch” comes naturally. By practicing, you will learn not to freeze if you forget a word, you will learn to recover easily, and not sound robotic, over-rehearsed, or stilted.

Not too fast. Yes, you only have a short time to convey a lot of information. But don't try to fix this dilemma by speaking quickly. This will only make it hard for listeners to absorb your message.

Avoid rambling. This is why it's so important to practice your elevator speech. While you don't want to over-rehearse, and subsequently sound stilted, you also don't want to have unfocused or unclear sentences in your pitch, or get off-track. Give the person you're talking to an opportunity to interject or respond.

Be relevant. Your elevator speech should spark the listener's interest in you, or your idea, or your organization, etc.

Don't frown, or speak in a monotone way. Here's one of the downsides to rehearsing: it can leave you more focused on remembering the exact words you want to use, and less on how you're carrying yourself. Keep your energy level high, confident, and enthusiastic.

Be flexible. You aren't interviewing for a specific position, so you want to appear open-minded and flexible. It's your chance to make a great first impression with a potential employer.

Mention your goals. You don't need to get too specific. An overly targeted goal isn't helpful since your pitch will be used in many circumstances, and with many different types of people. But do remember to say what you're looking for. For instance, you might say, "a role in accounting" or "an opportunity to apply my sales skills to a new market" or "to relocate to San Francisco with a job in this same industry."

Know your audience, and speak to them. In some cases, using jargon can be a powerful move — it demonstrates your industry knowledge. But be wary of using jargon during an elevator pitch, particularly if you're speaking to recruiters, who may find the terms unfamiliar and off-putting. Keep it simple and focused.

Have a business card ready. If you have a business card, offer it at the end of the conversation as a way to continue the dialog. If you don't, you could offer to use your smartphone to share your contact information. A copy of your resume, if you're at a job fair or a professional networking event, will also demonstrate your enthusiasm and preparedness