

Creating your

ELEVATOR

pitch

...an impactful, 30-second commercial

Outline	Examples
<p>1 State who you are</p>	<p>“Hello, my name is _____. I am a _____ at Sterling College studying _____.” <i>(Your first and last name)</i> <i>(freshman, sophomore, etc.)</i> <i>(Major)</i></p>
<p>2 Explain what you’re interested in</p>	<p>“I am interested in pursuing a career in the _____ industry.” <i>(banking, health care, etc.)</i></p> <p>“I am looking for a position as a _____ in a _____ company in _____.” <i>(job title)</i> <i>(small/large, innovative, etc.)</i> <i>(location)</i></p> <p>“I am seeking a paid summer internship where I could experience, first-hand, what it is really like being a _____ in the _____ industry.” <i>(job title)</i> <i>(industry name)</i></p>
<p>3 Describe what you’ve done</p>	<p>“I have always enjoyed my _____ classes. I have found them interesting, and the content seems to come somewhat naturally to me.” <i>(Marketing, History, etc.)</i></p> <p>“I really enjoyed my time as a _____ intern the summer of my _____ year. That opportunity, along with my related coursework, really confirmed that _____ is a good match for my interests and abilities.” <i>(job title)</i> <i>(freshman, sophomore, etc.)</i> <i>(field)</i></p> <p>“The _____ I’ve had in _____ have uniquely prepared me for a successful career in _____.” <i>(summer jobs/volunteer activities)</i> <i>(field)</i> <i>(field or industry name)</i></p>