

## How to Sell Yourself in 30 Seconds or Less

### What is an elevator pitch?

Imagine you are in an elevator with someone in a profession, industry or company of interest and you only have 30 seconds to introduce yourself in a way to spark their interest in you. An elevator pitch is defined as a brief, persuasive speech used to quickly and simply define a product, process, or service and its value to the listener. In the job search setting, the pitch is used to define you, the applicant, to an employer.

### Be able to answer these 3 things:

#### Who are you?

Identify your education or present job

#### What do you do?

Your core skills (and how you benefit a potential employer) should be clear

#### What is your goal?

What are you looking for and why?

### Use your resume to come up with 3 or 4 bullet points explaining what makes you valuable.

- Discuss work history, background, skills, accomplishments, and goals
- Be sure to weed out irrelevant details

### Utilize a story to sell yourself

- People are more likely to remember things when there is a story told
- Communicate your Unique Selling Proposition (USP) after you've talked about what you do by identifying what makes you or your idea, unique
- Make it compelling and leave the listener wanting more
- Eliminate jargon (Avoid acronyms and terminology that not everyone would understand)

### Practice

- Use mirror and recording devices to increase your confidence
- Practice with friends, family, and colleagues and ask for feedback
- Time yourself (30 seconds!)

### Here are some examples:

#### *In a professional situation...*

- I'm currently working on obtaining my Bachelor's degree in Education at FGCU. One of my greatest strengths is my ability to make the conceptual practical and I'm interested in securing an entry-level role at a nonprofit that allows me to teach and develop curriculum. Because nonprofit programs and fellowships were a key part of my development, it's important for me to pay it forward and help a student develop to their highest potential.
- I'm a communications professional with a knack for persuasive storytelling. Considering my colleagues often compliment me for my thoughtful and engaging presentations, I'm looking for insight as to how I can best position myself for a role in production or videography at a social impact start-up. Because I'm inspired by documentaries, I want to help companies express their missions in compelling and relatable ways in the age of social media.
- My core skill sets are civil engineering and psychology. I'm endlessly curious and all of my friends, family, and colleagues look to me for answers on a large variety of topics. As I've always been exceptionally passionate about social issues, I'm looking to write for publications/websites focused on climate change so that I can create content and campaigns urging others to take action and increase sustainability future generations.

#### *In a casual situation...*

- I'm currently working as Human Resources Manager at [insert company]. My supervisor frequently commends me for being able to weigh and consider multiple perspectives and negotiate conflicting perspectives. I'm looking for suggestions/advice on how I can further cultivate my expertise in this field because my ultimate aim is to help organizations develop more ethical and inclusive workplace cultures.