



Six Steps to Make Your Elevator Pitch Complete

Explain Who You Are

Start by introducing yourself. Even if you're wearing a name tag, you still need to greet the other person by sharing your name. This might sound obvious, but making a pitch can be a nerve-racking experience, so it helps to have a little reminder.

Share What You Do

Briefly describe how you've been preparing for this career through, for example, your academic program, clinical experiences, campus leadership, community service, or part-time job.

Highlight Your Skills

This is your chance to show how you stand out from other candidates. Focus on a few abilities or endeavors that place you above and beyond what's required as a student. For example, you might have experience working with a certain type of equipment or have a certification in a specialty.

Show Enthusiasm

No one wants to hire an individual who isn't excited about their job. Include a few words explaining what motivates you and why you enjoy working in this field. Remember to smile because you want the enthusiasm you feel inside to show on the outside.

Make Your End Goal Clear

If the other person doesn't understand the purpose of the conversation, you won't accomplish your pitch's objective. End the pitch by clearly stating your intended goal so the other person understands what you're asking of them.

Practice!

Speaking of practice, your job is to practice your pitch until it sounds completely natural. This is the irony of an elevator pitch; it must be so fully rehearsed that it sounds unrehearsed.
