

Creating an Elevator Pitch

An **elevator pitch** is a brief introduction of yourself to potential employers, schools, and other important people. Elevator pitches are designed to be **very short**—they’re called “elevator pitches” because you should be able to say them in the time it takes to go up one or two floors in an elevator. You can use your elevator pitch when meeting employers at job fairs or hiring events, when an interviewer asks you to “tell them about yourself,” or when you’re meeting anyone new for the first time. Be prepared to speak for **between 15 and 45 seconds**.

An elevator pitch might look something like this:

Hi! I’m Esperanza, and I love learning about technology. I’d like to start a career as a mobile application developer, so I spend my free time learning about mobile programming languages on the internet. I’m proud to be the first person in my family to graduate from high school—it means I’ve worked extra hard to learn new things on my own when my parents weren’t able to help. I’d love to use my ability to learn new things quickly as a part of your team at iApps San Diego.

Together, let’s build an elevator pitch that’s customized for you.

1. Start by writing **something you love to do or learn about**. In our example, that’s where Esperanza wrote “I love learning about technology.” Write yours below.
2. Now, tell us your **career goal**. In our example, Esperanza wrote “I’d like to start a career as a mobile application developer”. Write yours below.
3. Next, tell us **what you’re doing to help you get there**. For this, Esperanza wrote “so I spend my free time learning about mobile programming languages on the internet.” Write yours below.
4. Next, tell us **something you are proud of**. Esperanza wrote “I’m proud to be the first person in my family to graduate from high school.” Write yours below.
5. Now, tell us **why you’re proud of that**, or what it means to you. Esperanza wrote “it means I’ve worked extra hard to learn new things on my own when my parents weren’t able to help.” Write yours below.
6. Finally, connect everything for us by telling us **how your story can help us** as your future employer. Esperanza wrote “I’d love to use my ability to learn new things quickly as a part of your team at iApps San Diego.” Write yours below—practice by using your *dream* employer as an example!

