Perfecting your elevator pitch

When to use an elevator pitch

- career fairs
- resume, cover letters, LinkedIn
- personal websites (branding)
- networking events
- student organization (tables in student center)

Steps to crafting your pitch

1. Identify your goal
   - job, investment, marketing, freelancing
2. Explain what you do
   - student, business owner, freelancer
3. Communicate your value proposition
   - unique, problem solving, differentiation
4. Engage with a question
   - job inquiry, current services, etc
5. Put it together
   - write it out, read it
6. Practice
   - make it second nature

Prep work

write out your pitch: develop your story.
practice: time yourself. perfect your story.
video: film yourself. make adjustments.

LaunchNET Kent State is a co-curricular, cross-campus program that serves students, alumni, staff & faculty to promote entrepreneurial thinking, innovative mindset, creative collaboration, & venture creation through advising, events, & connections to the Northeast Ohio community.

launchnet@kent.edu  (330) 672-6700  www.kent.edu/launchnet
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Template

1. Hello, my name is __________, and I am completing a __________ degree in __________ at Kent State University (with a minor in ________).
2. I am interested in a career (or position) in/as a ___________ in the ________ field (industry).
3. I have been involved (during college) in __________.
4. And I've developed skills in ___________. I have also had an internship/position (employment) as ___________ with ________ and discovered that I really enjoy ________.
5. Could you tell me more about __________.

Tips

Concise: 30-90 seconds
Clear: low on overly technical terms
Tell a (short) story: how you solve a problem
Target audience: craft pitch to audience
Goal oriented: what is your desired outcome?
Have a hook: get listener’s attention
Watch for cues: pay attention to the other person’s body language to gauge their time & attention

Your Turn

- Identify your goal
- Explain what you do
- Communicate your value proposition
- Engage with a question

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