

Networking Event Introduction & “Elevator Pitch”

What is it and what does it mean?

- A short (30-60 seconds) sound bite that succinctly and memorably introduces you.
- Used for very brief, chance encounters in an elevator, at a career fair or at a networking event.
- Can be used to answer the classic interview questions: “Tell me about yourself” or “Why should I hire you?”
- Makes a lasting first impression, showcasing your professionalism, passion and persuasiveness.

Creating your Intro and Elevator Pitch:

Your Basics:

- “Hello, I’m _____(name). I’m a sophomore in Lipscomb’s College of Business and a _____ major (your major), seeking an internship in _____(function, industry or specific company) for the _____ (semester).”
- “Hello, I’m _____(name). I work at _____ (company), in _____(function) and I am also pursuing an MBA degree from Lipscomb’s College of Business. I’m interested in learning more about transitioning into _____ (function) upon graduation.”

Be Ready for them to Ask About You – Have Your “Story” Prepared...

What’s in It for Your Listener:

- How can you help this prospective employer? If you don’t know the skills/deliverables sought in this field or industry, get busy! Do your research. Look at job descriptions and schedule informational interviews.
- Once you know what skills/deliverables they want, tell them what you have to offer (skills, traits, experience) that aligns with what they want.
- Give them evidence (proof) that you have these skills using examples from your past work and achievements.

Optional - Your Hook:

- An intriguing statement used at the beginning of your Elevator Pitch, a “hook,” that catches people’s attention and leads them to ask: “Really? Tell me more.”
- If something doesn’t come to mind quickly, it may not seem genuine – omit it.
- Examples: “I love to create complex Excel models.” “I’ve launched two start-up companies.” “I have travelled to five countries.” “My project team helped launch a successful company in Jamaica.” “I help company communication look fantastic.” “I know how to use social media to share ideas.”
- Try your Elevator Pitch with a few friends with and without your hook and decide if it works for you.

Request for Action:

- End your Elevator Pitch with a specific request for action.
- For example: “May I give you a copy of my resume?” “Can you share information about opportunities that might be a fit for me?” “Do you have any advice for someone trying to break into this field?”

Practicing your Introduction and Elevator Pitch:

- Practice is critically important so your Elevator Pitch doesn't sound memorized.
- Practice in front of the mirror and record yourself. Do you sound confident? Sincere? Engaging? Enthusiastic?
- You may want to write it out initially, but practice without notes and substitute words that are natural for you.
- Check your timing – no more than 60 seconds! (And try a 30 second version too.)
- Ask friends/family for honest feedback. Would they be interested in learning more based on your elevator pitch?