

Creating Your Elevator Pitch for the Career & Internship Fair



Creating Your Elevator Pitch



- Employers will meet numerous students throughout the day.
- You need to create a “commercial” that makes you stand out.
- Your goal is to be remembered (in a positive way).
- Focus on the highlights (for that employer, not YOU) rather than trying to tell your whole story.
- Think about what you have to offer and how it relates to what this particular employer needs from an employee.



Commercials that work!



- Brief; avoid too much detail
 - Remember 30 seconds!
 - Leave opportunity for the employer to ask questions for more
- Relates to the employer
- Genuine
- Sounds natural, not memorized
 - practice your pitch out loud (over and over and over and over)

Show Your Enthusiasm

- Shows energy, interest, and passion



What's included?



- Your name😊.
- Your college, your major and when you plan to graduate.
- What you are looking for:
 - Type of position
 - Area of interest
- Your specific skills or experience of interest to that employer.
- Personal strengths that make you stand out.



What does it look like?



Hello. My name is Chris Smith and I am a senior Finance major at Augsburg College. I will graduate in May of this year and am looking for a position as a financial analyst. During my college career, I have gained experience in the finance field that is directly related to your firm.

For example, last summer I had an internship with Johnson Financial and was able to participate in a variety of company operations. The most interesting project I worked on was redesigning the company's service demonstration events for the Mid-West region. This was invaluable training because it afforded me greater insight into the finance industry and allowed me to show my ability as a team player. Perhaps best of all, it confirmed my desire to become a financial manager for a top-10 firm.

I do several things well, but I am most skilled at communicating with a diverse group of people and organizing and presenting data analysis. I've done both through my academics and internships.

I am now interested in a position as a financial analyst where I could utilize my skills in a business environment to help an organization achieve its goals.



What does it look like w/o internship experience?



Hello. My name is Chris Smith and I am a sophomore at Augsburg College. I'm majoring in Psychology and am looking for an internship for this upcoming summer.

I'm involved in a number of things at Augsburg but one of my most recent accomplishments was doing a service project for one of my courses. I arranged volunteer job search assistance at a family community center, working with my faculty and on campus staff members to provide the services. I set up the facilities with center staff, coordinated the volunteers, and created advertising to draw community members. This experience demonstrates my ability to work with several groups of people to sponsor an event as well my commitment to serving under-privileged community members. I think these skills would be a great fit with the internship you have open at your organization. I work hard, manage projects well, and care about people and would welcome an opportunity to work with your organization.

I hope to eventually work full-time for a social service organization and believe an internship with your organization would give me the opportunity to contribute as well as continue to build my skills in this field.

