



Veterans Career Program

30 Second Elevator Pitch

When attending a Job/Career Fair or hiring event, it is important to have a 30 second elevator pitch so the employer can get to know you, your skills, and if you would be a good fit for the positions they are hiring for. This pitch can be used anywhere. Networking is one of the best ways to land a job, you never know who you are going to meet. You need to be ready to give this pitch to anyone, anywhere. So, practice, practice, practice.

Top 10 Thirty Second Elevator Pitch Tips

- 1. Figure out what type of position you are searching for** - Employers like to see someone with confidence. If you are not sure of what you want to do, they may be unsure if they want to hire you.
- 2. Do not get too personal** - You do not want to give your life story or personal details. Provide a short and to the point description. You want to peek their interest, rather than give them a reason not to hire you.
- 3. Make sure you answer three key questions** - Who are you? What you do? What job are you looking for?
- 4. Focus on the needs of the employer** - They need to know why they should hire you. Use an example: I was able to reduce spending by 20%. That is something an employer can benefit from.
- 5. Eliminate jargon** - Make sure your elevator pitch does not include military or job specific jargon. Some recruiters may be veterans, but a majority will not. Also, in most cases, the recruiter knows the job posting, but not the specifics.
- 6. Put pen to paper** - Write down your 30 second elevator pitch to organize your thoughts. Make sure you pinpoint who you are, what you are looking for, what skills and experience you have, what you will bring to the employer, and any other pertinent information to the job you are seeking.
- 7. Practice, read it aloud, and get feedback** - You want to be professional and do not want the first time you are giving your pitch to be in front of an employer with no practice.
- 8. Prepare a few variations** - Make sure you have a few variations of your pitch aligning to different opportunities that the employer has available.
- 9. Be able to give your elevator pitch without notes or paper** - You should not read your elevator pitch. You should be confident enough that you have it memorized. Some of us are better at speaking in front of others, that is ok, just do the best you can. With more practice, especially in front of others, you will be more confident and comfortable giving your pitch.
- 10. Remember, employers are looking to hire** - Be confident in your elevator pitch. You have something the employer wants and needs, so you have the upper hand.