



ELEVATOR PITCH GUIDE

Tips and info for
perfecting the
key ingredient to
JOB
SEARCH
SUCCESS

INTERVIEWING .com

KEY INGREDIENTS

✓ KNOW YOUR AUDIENCE

Better yet, research them! **Find out who they are** and how that is relevant to you. Knowing you've done your homework will make you more confident!

✓ MAKE EYE CONTACT

This demonstrates confidence, interest and respect. And always address the individual by his/her proper name - "old school" manners can have a big impact!

TIME TO SELL YOURSELF

1
MIN

>

3
MIN

33% of bosses claimed they know within

90
SECONDS

during conversation whether they will hire someone.

CARE ABOUT CLOTHES

65%

Percentage of bosses who said clothes would be the deciding factor between two similar candidates.

Most common interview question:

"TELL ME ABOUT YOURSELF"



PREPARE AN OUTLINE

&

PERFECT YOUR PITCH

STEP 1



What are your **key strengths** or positive qualities?

STEP 2



Why are you **interested** in this organization, or more generally, this industry?

STEP 3



What unique **contributions** will you make?



Practice, practice, practice! Finalize a cohesive elevator pitch so when you have the opportunity to express what makes you **AWESOME**, you can capitalize!

NON-VERBAL CUES



Appearance and confidence matters even more than what you actually say – pay close attention to the non-verbal cues you give during your pitch.

Failure to make or maintain **eye contact**

Having little to **NO knowledge** of the organization

COMMON NON-VERBAL MISTAKES

Too weak of a **handshake** can signal lack of confidence

Lack of **smile** or energy