**HOW TO CRAFT A MEMORABLE ELEVATOR PITCH**

The elevator pitch is a brief 1-2 minute intro of yourself and goals designed to spark interest and further conversation. The goal is to provide your experience and goals of employment to a potential employer. The name “**elevator pitch**” comes from the premise that it should take the length of an elevator ride to tell this story to capture attention.

**FOUR PARTS:**

1. **Introduce yourself**
2. **Provide a brief history of your experience**
3. **Apply your experience to potential positions**
4. **Request an interview or future conversation.**

**\*\* Use active verbs, such as: I led, I directed, I managed, I carried out.**

**DON’T MAKE ASSUMPTIONS**

Don’t pack your experience into one phrase that you assume everyone will know. You might think that stating you’re **Army 11 Bravo** paints an entire picture of what you did, what you are qualified to do, and how it’s applicable in the civilian workforce. However, you cannot assume a civilian recruiter will understand your military experience. Better to briefly explain those duties for better understanding and appreciation of your skill set. Also, it is important to show how certain skills are transferrable to the potential position.

**FOLLOW THE BASIC ELEMENTS OF AN INTRODUCTION:**

* **A firm handshake (but not a vice grip)**
* **Step into your handshake**
* **Make eye contact**
* **SMILE – this will warm you up and give the impression you are a positive person.**

**CRAFT STRATEGICALLY**

Jonathan spent 8 years in the Army as a 13E working in artillery. He earned his Associate degree while serving and is currently getting his Bachelor’s. He has been working in Data Administration for the last 2 years but wants to move into Marketing after he graduates.

Of course, Army veterans will know that a 13E MOS is an artillery role in the fire direction center. These guys compute data that make sure that artillery rounds impact where they should to have the desired effect on the enemy and avoid friendly fire-type incidents. It involves a lot of fast-paced data analysis and data computation. But how can Jonathan convey that in his elevator pitch?

**SAMPLE PITCH**

Consider the sample elevator pitch below, as well as the points subtly being conveyed in parentheses:

*“Hello. I’m Jonathan. I’m interested in learning more about the career options at your organization. I served in the US Army as an Artillery Specialist for 8 years. I led a small team and managed data in fast-paced and high stress environments****(I can well work under pressure)****. I ensured that we completed our mission efficiently to support the other teams and allow them to carry out the overall mission****(I’m a team player)****. Since leaving the Army 2 years ago, I’ve worked at a non-profit as a Peer Consultant and completing Computer Network and Security training with New Horizons of Phoenix, which I’ll complete in May. I have a CompTIA A+ Certification and working on the CompTIA Network+ CE* ***(related education)****.*

*I recently led a project team of 3 to reconfigure our data sharing and network throughout the organization. This reduced time spent for everyone by nearly 20%****(I bring value and the ability to lower your bottom line)****. Through my classwork, I’ve developed an interest in applying my attention to detail and analytical abilities****(playing up soft skills)****in a Network Administration role. I’ve also started working contract type work to develop the skills learned from school.* ***(I’m aware of the importance of needed experience and I’ve taken the initiative to step into that world on my own)****.*

*So, what can I do for your company****(employers love it when candidates make this point)****? I believe my background in data management, analysis and problem-solving in fast-paced environments****(again, upselling technical skills)****, plus my passion for IT would make me a great fit on your team.”*

**A STEP FURTHER**

You could even take this pitch one step further and add, “*I’m interested in the entry level Network Admin role that I saw on your website.”* This shows you’ve done your research and are serious about your job search. That goes a long way with recruiters.

Think of an achievement or accomplishment from the last 6-12 months where you can add value.

**How can you weave it into your own elevator pitch? – Action ITEM**

**ELEVATOR PITCH TEMPLATE - Helpful Hint:** The Elevator Pitch is a verbal “Summary” from your resume.

**1. Describe Yourself in a Few Words**

The first part should be used to introduce yourself and your personal brand. If you’re not sure what your personal brand is yet, just use your current occupation and add a few things you’re interested in.

*I am a \_\_\_(title/role) \_\_\_\_\_\_\_\_\_ with a background dedicated to \_\_\_\_\_\_\_(industry)\_\_\_\_\_\_\_\_\_\_\_\_* (alternative) *and am great \_\_\_\_(personal brand)\_\_\_\_\_\_\_\_\_\_.*

**2. Talk About Your Experience and Skills**

Next, move into your previous experience. Don’t sell yourself short here, even if your previous experience isn’t directly relevant. This is the stuff that makes you special. It will all tie together in the next part.

*I have been passionately involved in \_\_\_\_\_\_\_(industry)\_\_\_\_\_\_\_\_\_\_\_\_ for \_\_###\_\_\_ years, concentrating in (1) \_\_\_\_\_\_\_\_(skill/trade)\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_(skill/trade)\_\_\_\_\_\_\_\_, and (3) \_\_\_\_\_\_\_\_(skill/trade)\_\_\_\_\_\_\_\_.*

**3.** **Pick Your Favorite Parts**

Now make the connection. Pick out the parts of your past experience that you love and are hoping to bring with you to your IT role. Highlight them as a way to point out the kind of work you hope to be doing. If you can answer these questions you've nailed it. **1.** What problem do you want to solve? **2.** What experience/skills do you have that help you solve the problem? **3.** What kind of person/organization do you want to work for?

*I truly enjoy \_\_\_\_\_(skills/duties of the job)\_\_\_\_\_\_\_\_\_\_, and love \_\_\_\_\_\_(duties)\_\_\_\_\_\_\_\_\_\_\_ about \_\_\_\_(industry)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I have successfully \_\_\_\_\_\_\_(duties)\_\_\_\_\_\_, \_\_\_\_\_\_\_\_(duties)\_\_\_\_\_\_, and \_\_\_\_\_(duties)\_\_\_\_\_\_\_. I was even recognized by leadership for \_\_\_\_\_(successful story, award)\_\_\_\_\_\_\_\_\_.*

**4. Connect to Your Career Change &** **Call to Action**

Finally, bring it all together and spell out that you’re seeking a career change. Don’t dance around the subject. Wrap up your pitch by making it abundantly clear what you want to move on to. **If your final sentence is a question**, **the other person has no choice but to think about it and offer you an answer.** The chances are that even if they don't have a position going right now, they would offer to keep you in mind, or put you in touch with someone who could use your help right now. This gives you a great opportunity to follow up!

*That is why, after some serious self-reflection, I have started the journey of gaining the right training as a \_\_\_(IT job title)\_\_\_\_ in the IT field and possess \_\_\_\_\_\_(certifications)\_\_\_\_\_\_\_\_\_\_\_. I know it’s a competitive field, but this is the kind of work that is really exciting to me. Would you have a business card? I would like to send you my resume.*