



Elevator Pitch Guide

When the anticipated question, "Tell me about yourself" comes up, be sure to have your elevator pitch handy.

Tell me about yourself.

Master this question for every interview by developing an elevator pitch. As you begin to put together your elevator pitch, nail down the best way to describe your field and the type of job you're pursuing. Remember, this speech is about you, but you will need to tailor the pitch to them. Be mindful that the people listening to your speech will have their ears tuned to what's in it for them, so focus your message on their needs. Your elevator pitch should address who you are, what you do, why you're the best, and your goals.

Let's formulate my elevator pitch, for example:

Who are you?

A Career Coach, Success Mentor, and Speaker.

What do you do?

Help ambitious people navigate the hiring market and land their dream jobs through professional resume writing, career development coaching, and restoring their job confidence.

Why are you the best?

Not only do I have a bird's eye view into the hiring climate as a former HR professional, but I've had personal success in landing my dream career and increasing my salary by over 60% once as a job seeker.

What is your goal?

I want to continue building upon my craft and help as many career professionals as I possibly can get the careers that they love and deserve.

Read my 30-60 second elevator pitch here:

"I'm a Career Coach, Success Mentor, and Speaker. I help ambitious people navigate the hiring market and land their dream jobs through professional resume writing, career development coaching, and restoring their job confidence. What sets me apart from other coaches is that I not only have a bird's eye view into the hiring climate as a former HR professional, but as a job seeker I've also had personal success in landing my dream career and increasing my salary by over 60%. My goal is to continue building upon my craft and help as many career professionals as possible get jobs that they love and deserve."

Now, it's your turn!

Elevator Pitch

by LAKRISHA DAVIS

WHO ARE YOU?

Job Title, Experience Level, Education

WHAT CAN YOU DO?

3-5 highlights related to the job you're interviewing for

WHY ARE YOU THE BEST?

Personal Qualities, Unique Value Proposition, Special Expertise

WHAT IS YOUR GOAL?

Where do you see yourself in 5 years? How does this job fit into the larger picture?

Who you are, What you can, Why you're the best, Your Goals

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