**Elevator Pitch Template**

Let’s take a 3-step approach for creating a compelling elevator pitch using the template below. You can tailor this for a particular job or internship or make it a more general statement about yourself-either way is fine.

**\*Tip:** Remember you can draw upon your **hard/soft skills, your Clifton Strengths as well as your internships and academic coursework!** Aim for no more than 1 – 1 ½ minutes, if it goes longer, pare it down!

## **1. Start with your backstory (education and why you want this role)**

*E.g.: “I am a recent grad from UCONN and majored in economics where I learned to think creatively and deeply around a lot of the economic issues in the world today. I’m looking for a marketing role with a consumer products company. I’ve always been fascinated with consumer behavior and what actually drives purchasing habits.”*

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## **2. Follow with your work experience**

Once you’ve laid out what you hope to do going forward, then shift gears and tell me about your background. What have you worked on in the past, and how is it relevant to what you’re hoping to do next?

You don’t have to recite your resume in reverse chronological order, nor do you have to focus on every aspect of your background -- you can pick and choose what is compelling or relevant for this particular position.Highlight the relevant parts of your experience.

*E.g.: “In my internship at XYZ, I worked directly with clients in a consultative manner. I also did quantitative analysis using Excel. Prior to this, I was the lead analyst on an academic project where we helped a small business double their profits through targeted marketing and increased product offerings.*

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## **3. Connect the Dots**

Connect the dots for me about why you’d be good in this role. Highlight the skills you’ve gained in your experiences that will be relevant to this position in the box below.   
  
*E.g.: “Marketing is very data driven and through my internships I learned how to manage data sets and have a strong attention to detail. I also learned the importance of prioritizing and working on a team. I think my passion for the industry, my strong analytical skills, and my practical experience I gained through my academic coursework would make me a great fit for this role.”*

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Simply put, your elevator pitch is a brief introduction.

**Now put it all together in the box below, editing any words or ideas you think are redundant. Time yourself speaking your pitch; and again, aim for 1 minute!**

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