



ELEVATOR PITCH WORKSHEET

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CREATING AN ELEVATOR PITCH



What is an elevator pitch? It's an introductory statement that lets people know something about you and what you have to offer an employer. An elevator pitch can be used in multiple situations, e.g., at the top of your resume, on your LinkedIn profile, during networking, and in a job interview.

The elevator speech in total is:

- Absolutely no longer than 30-60 seconds.
- Or, in words- approximately 80-90 words
- Or, in sentences- 8 to 10 sentences

Checklist for fine-tuning:

- First write down all that comes up in your mind.
- Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.
- Connect the phrases to each other. Your elevator speech has to flow naturally and smoothly. Don't rush.
- Memorize key points and practice.
- Have you really answered the key question of your listener: What's in it for me?
- Create different versions for different audiences of your elevator speech.

ABOUT YOU

*Open with a statement that grabs attention: a hook that prompts your listener to ask questions;
Tell who you are: what is your role, include location.*

WHAT DO YOU OFFER

The top 3 skills/strengths employers are seeking for this type of job that I can offer.



WHAT ARE THE BENEFITS

What problem do you love to solve when it comes to your work? How do you solve it? What are the tangible results people can expect from me consistently? What makes me unique, relevant, and compelling?

HOW DO YOU DO IT

What are my top 3 accomplishments related to the above skills. Give a concrete example or tell a short story, show your uniqueness.

FINAL ELEVATOR PITCH

Connect the phrases to each other. Your elevator speech has to flow naturally and smoothly.

Memorize key points and practice!

You might also be interested to read the article: [4 Tips for Creating an Elevator Pitch](#)

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