ELEVATOR SPEECH: Going Up?

This self-marketing technique is known by several names: elevator speech, 30-second commercial, infomercial, and self-advertisement. It is a well-developed answer to the question "Tell me about yourself." Creating this 30-60 second message forces you to take stock of what you have to offer and where you want to go. This spiel is an advertisement for you. It is concise and clever.

Write it down and practice it to make the spiel a natural and powerful statement about you.

You are in an elevator and recognize the person next to you as a person who works where you want to work or does what you would like to do. There is not much time to talk before you reach your floor — introduce yourself, tell who you are, what you have to offer and what you want to do in less than a minute.

Non-verbal’s: direct eye contact, straight posture, smile, strong voice, smooth word flow with no fillers 15-30 second sound bite (short building — fast elevator)

**NAME**
Hi, my name is

**BACKGROUND**
I am pursuing a _____ major at Elon U in NC. Minor(s) in _____.
*I graduated from Elon University in NC with a degree in _____.
I would like to intern at _____ because I want to learn _____.
*While at Elon, I interned at _____ and learned _____.

**EXPERTISE**
One area I am passionate about (interested in) is _____.
*Currently I work at _____ as a _____, where I am responsible for _____.
While there, I _____. (name 1-2 accomplishments)

**STRENGTHS/SKILLS**
Skills I bring are _____.
I'm good at _____.
I've worked to enhance (polish) my …
*One of the talents that I have polished on this job is _____.
I am currently exploring/pursuing opportunities in _____.

**EXPERIENCE**
My experience (internship, academic, work, leadership, volunteer, study abroad) includes ______.
*for post-grad elevator speech*

**Taller building — slower elevator = 1 minute commercial**

Add:

I'm passionate about my work because ______.

I'm known for (have been praised for) ______ and ______, (skills) which I had an opportunity to use when ______. I contributed ______.

The world is a better place because I ______.

In my classes (jobs, internship) I added value because ______.

**Going up? Elevator Speech**

Definition: An "elevator speech" in regards to internship and job searching includes a 30 second overview of an individual's knowledge, skills, and accomplishments. The term comes from the time it takes to complete a normal elevator ride from the top to the bottom floor. An "elevator speech" is an opportunity to get your point across in a timely manner; namely, who you are, what you've accomplished, and where you hope to go in the future.

It is a short speech that is worth memorizing. In the timespan of 30-60 seconds you can let those you come in contact with know what your skills, interests, and future goals are as they relate to internships and jobs.

"Elevator speeches are used as a marketing tool since they are a way to let those you meet know where you've been and where you're hoping to go in the future. Realizing the importance of each and every personal encounter you make can often spell the difference between success and failure in securing the ideal internship or job.

**Sample Elevator Speech:**

"Hi, my name is Mary Jones. I am currently a sophomore student attending Elon University. My major is in business with a minor in art. I have volunteered with the student credit union throughout my first and sophomore year at college.

Last summer I completed an internship with The Museum of Modern Art, and I'm hoping to find an internship in finance this summer in the Boston area. I have always had an interest in art and I'm also finding that I have a knack for business. In the future I'm hoping to combine these two very different disciplines and find a career that includes them both."