



What is this thing called an **Elevator Pitch**? Well from the time it takes an elevator to get from one floor to another you have a captive audience (and most of us stare at the floor or ceiling). But what if the CEO of the company stepped in? Would you be ready to introduce yourself and let her know your value to the company? What if you were at an event and realized there was someone there who was in your industry and might be able to introduce you to others who could help you in your job search? What if you go to a meeting and are asked to introduce yourself? There are just a few of the places an **Elevator Pitch** or what I like to call a **Verbal Business Card** can come in very handy. Remember they should be able to expand and shrink from 10 seconds to 2 minutes. Below are some ideas of what this can look like. Find one that fits you and begin to practice.

1. Name
 2. Position-Field/Industry
 3. Who do I serve?
 4. What makes me different for the competition?
 5. What am I looking for?
 6. Who do you know I might speak with about this industry?
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Name and What I do/who I am
What is my Claim to Fame?
What I am looking for.
Who do you know I might speak with about this area?

Hi, my name is _____. I'm in the _____ field, and I'm looking to _____. Who do you know I might speak with?

The last blank would be filled in with your current career aspiration, whether it is to stay within your field and move up or move into a different career.

A college student or new graduate might add the following to the basic structure.

Hi, my name is _____. I will be graduating/I just graduated from _____ with a degree in _____. I'm excited to get started in _____. Who do you know that might be able to answer some questions for me?

Networking scenarios...

Networker #1: Hi, my name is Elena Allen. I make dreams come true.

Networker #2: How do you do that?

Networker #1: I'm a wedding planner. I plan dream weddings for couples. I've been working for myself, but I'd like to get in with one of the large resorts that host weddings. Who do you know that might have information about the industry?

Networker #1: Hi, my name is Mac Gomez. I'm responsible for this country's future.

Networker #2: This I've got to hear about.

Networker #1: I'm a teacher! I love shaping the minds of the next generation, but I'm also interested in getting into corporate training. Who do you know who I might talk to about the training industry?

1. Who am I?
2. What do I offer?
3. What problem is solved?
4. What are the main contributions I can make?
5. What should the listener do as a result of hearing this?

So now you have picked one to work on. Notice that each ends in a question so you invite conversation to continue. How to practice so it rolls off your tongue like butter? This IS one of those things you should try at home!

First: Start in the shower and in the car. Most of don't sing very well anyway and with headsets everyone thinks we are on the phone anyway.

Second: Pets and very small children

Third: "Yea-sayers" in your life. This is hard enough, stay away from the doom and gloom people, especially now. Practice on those who will give you positive and constructive feedback. Call or email me if you have questions! Knock'em dead!!!

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