My Elevator Speech

Your elevator speech is a statement of basic introduction—who you are and what you are seeking.

It is a great way to market yourself to employers at career fairs and networking events. The elevator speech also comes in handy during interviews when you get asked tough interview questions like these:

- Tell me about yourself.
- Why should I hire you?
- Why do you want this job?
- Why do you think you are qualified for this job?

To get started, make a list of five things you want to make sure the employer knows about you. Employers want proof that you can get the job done. Make sure your key points match what the employer is looking for—this means you may need to revise your elevator speech based on the jobs you are interested in.

1. _____

2. _____

3. _____

4. _____

5. _____

Every good elevator speech includes a "hook," or a way to get the employer to take action. A hook will come at the end of your elevator speech and will help the employer remember you and your qualifications later. A great "hook" is to ask the employer for something, such as a business card or the opportunity to schedule a meeting. Another good "hook" is to tell the employer why you are interested in their company. What is it about their job opening or organization that is so attractive to you?

My hook _____

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Now use your five key points and your hook to write an elevator speech script. Practice saying it until it becomes (and sounds) natural. It is not necessary to memorize your elevator speech—but rather more important that you are able to speak about your strengths naturally.

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Want to try out your elevator speech? Visit Career Services to talk to a career counselor!