

An elevator speech is a brief introduction (about 30 seconds or 150 words) that communicates who you are, your professional goals and what you have to offer a potential employer or organization.

This is your opportunity to present yourself in an interesting and memorable way. Since it is your first opportunity to make a lasting first impression, it is important to take time to make a memorable speech that emphasizes your unique skills and purpose.

ELEVATOR SPEECH "QUICK" FORMULA

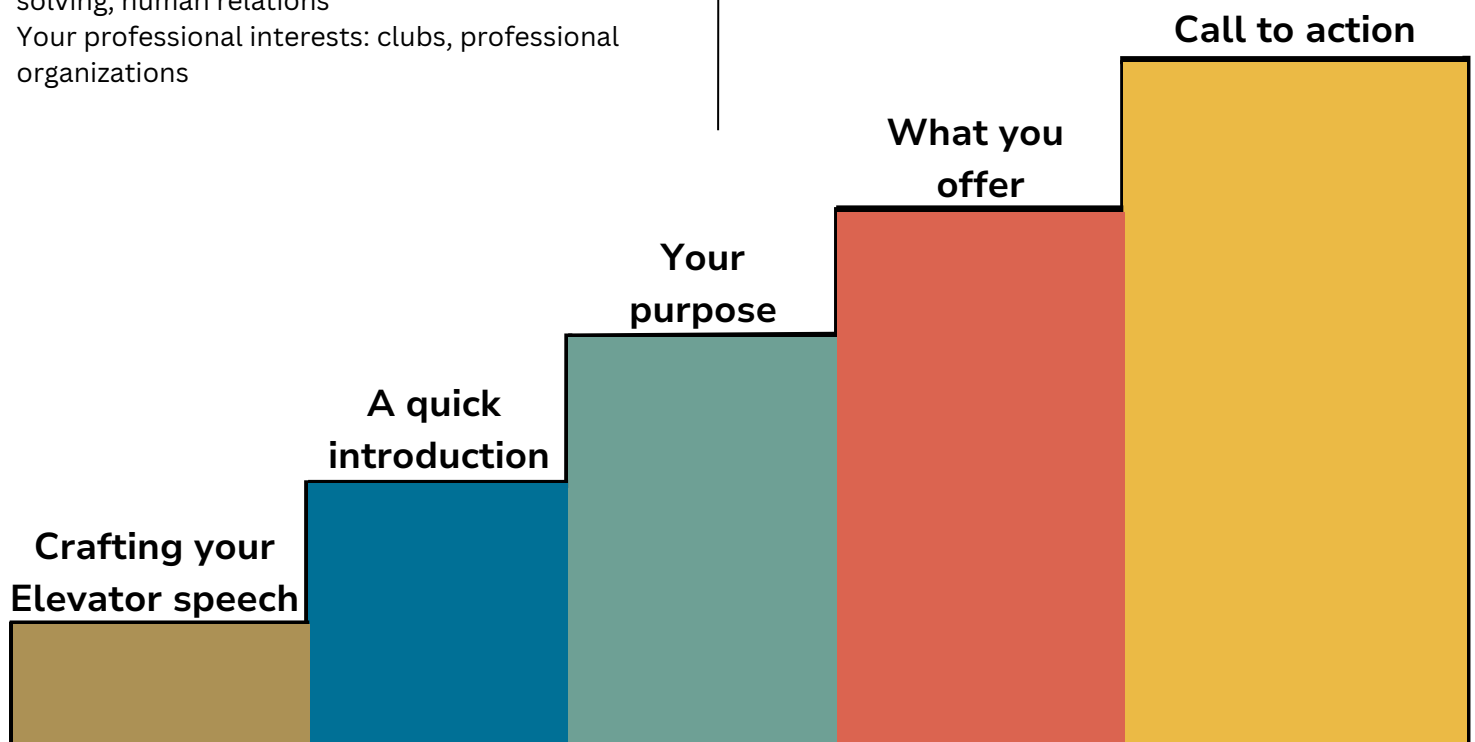
To begin, ask yourself, what am I trying to achieve with this elevator speech? Then, begin to write your speech.

1. **Begin with an introduction.** My name is _____. I am a student at TXST College of Business majoring in.
2. **Write a single sentence telling what you do/want to do.** Be specific, the key is to give some insight into both your approach and the type of value you bring.
3. Describe your experience and/or a skill you have developed that make you a strong candidate for the role. Write one or two sentences that describe your experience/skills. Be specific and brief - try to differentiate yourself to be memorable. Consider including:
 - Your experience: employment, internships, volunteer work, academic projects
 - Your accomplishments: awards and certifications
 - Your strengths: feedback or compliments on your performance or participation?
 - Your transferable skills: things like organization, communication, research, planning, problem-solving, human relations
 - Your professional interests: clubs, professional organizations

4. Create a call to action with a specific ask in mind. Consider the following questions:

- What would you like them to do for you?
- What are you trying to achieve ?
- Are you trying to build your network?
- Obtain a job or internship, learn more about a specific company?

5. What are the questions you can expect to receive from your elevator speech? Anticipate the questions so you can move the conversation along.



TIPS FOR A SUCCESSFUL ELEVATOR SPEECH

