The Perfect Elevator Pitch

Attract your audience’s attention quickly with relevant information and an enthusiastic greeting.

Practice your elevator pitch to relieve anxiety, but don’t memorize it word for word.

Keep your pitch less than 60 seconds.

Your elevator pitch should feel effortless and express your personality.

Your elevator pitch should include your name, school, major, relevant experiences, skills, and opportunities you are seeking.

Request a business card or a follow-up appointment with the employer.

“My name is Cassie Smith! I am a senior at MTSU studying business management and minoring in communications. My studies, combined with past internships, have helped me develop strengths in resolving conflict and training others that I hope to use in the field of Human Resources. There’s just nothing better to me than helping someone work through their frustration and problems and seeing how helping ‘the one’ can really benefit the whole of the company. Your company has a great work culture that emphasizes the same values that I do: positivity, adventure, and caring about employees and that’s what got me interested in applying for this position!”

Keep your statements specific with details. Include skills like results oriented, hardworking, organized, etc.

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