



EVALUATE AND GO LIVE WITH YOUR PITCH

Test the effectiveness of your Elevator Pitch. Perfect your Pitch. Then pitch your way to job offers, promotions, leadership opportunities, and more.

#1: ASSESS YOUR PITCH.

Imagine you're delivering your Elevator Pitch to your target audience over the phone, video chat, or in person. As you rehearse, consider:

- Who you are talking to?
- What message do you want to deliver to that person?
- How much time do you have?

TIPS:

- At a professional meeting or conference you may only get 4-6 words and 5 seconds as attendees around the table introduce themselves.
 - At a networking gathering with a cup of coffee or glass of wine in your hand, you may only get 15-20 seconds.
 - During an interview, you will get longer, but keep in mind that even then perspectives and agendas will vary.
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- Try answering the following common interviewing and networking questions using your pitch:
 - Tell me about yourself.
 - Summarize your experience.
 - Give me the highlights of your career.
 - What would you bring to the team?
 - Why should we hire you?



#2: REVIEW YOUR PITCH(ES) FOR THESE COMMON PROBLEMS.

PROBLEM	SOLUTION
✗ Sound too stiff and formal?	✓ Keep it conversational.
✗ Sound like you're rambling?	✓ Deliver a clearly defined (and succinct) message.
✗ Sound too rehearsed?	✓ Relax and make sure you're speaking authentically and with ease.
✗ Sound too vague?	✓ Provide clear context rather than a vague tagline. State specific skills rather than broad characteristics. Drill down so the listener can build a clear picture of who you are.
✗ Forgetting your customer's needs?	✓ Phrase your pitch and responses in a way that focuses on what they care about and offers solutions for them.
✗ Too much jargon?	✓ Use language that everyone understands.



#3: PUT YOUR PITCH INTO PRACTICE.

- Use it when:
 - Adding new contacts on LinkedIn and other social channels to personalize your introductory message. (See directions below.)
 - Setting up informational interviews. (See directions below.)
 - Cold pitching yourself over email.
 - At networking events, career fairs, etc.

- Create a 30- to 90-second video of your pitch to include:
 - On your LinkedIn as a "Featured Media"
 - On other social profiles as a "pinned" post
 - In job applications that ask for video submissions
 - On your personal website

#4: USE YOUR PITCH TO ADD NEW LINKEDIN CONNECTIONS.

- Personalize your invitation.
- Reach out in a way that flatters rather than asks for something.
- Explain why you want to connect.
- Say how you know them.
- Mention something in common—a mutual career field or interest, LinkedIn Group, or Alma Mater.
- Reference something in their profile.
- Thank them in advance for accepting your invitation.