

# How to Craft a Great Elevator Pitch

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## **Elevator Pitch: What is it?**

A speech that introduces you and your value to someone that is short enough to be delivered in the space an elevator ride (15-60 seconds).

Create one here: **15secondpitch.com**

## **Six questions your "Elevator Pitch" must answer**

### **1. Who are you?**

Briefly describe what you do and how you work.

### **2. Who is your market?**

Who do you do it for? Who are you internal or external customers?

### **3. What is likely to hire you?**

What kind of organization do you want to work for?

### **4. What is behind your brand?**

Tell about one achievement.

### **5. What is your competitive advantage?**

What differentiates you from others who do the same thing? Why are you the best?

### **6. What's your call to action?**

What are you seeking? A meeting? An informational interview? A job interview? An introduction to someone? Suggest the next step.

## **Example (60-second version)**

Hi, I'm Maureen Nelson. I'm career coach and resume writer with 10 years' experience. I help people find satisfying work by asking them questions to find out what really drives them. I'm grounded in fact-based career exploration, meaning, I help clients make realistic choices based on their natural talents and what the labor market needs now.

Part of what I do is teach people how to sell themselves. This includes creating resumes and portfolios and coaching for job interviews. Because I also work in publishing, I readily draw on my writing, editing and design skills to come up with high-impact marketing materials. Just recently, I wrote a resume for a client and she got a job offer two days later.

I've worked with all kinds of clients from ex-offenders to managers, but I do particularly well with technology professionals because I have a background in technology and speak their language. Please visit my website to learn more about how I work and to see what past clients have to say about me.

If you think I might be able to help *you* with a career issue, let's have a conversation.