**AYB Quick Tool:** Elevator Pitch for Job Search

**Description/Overview:** Provide a straightforward approach to building your elevator pitch that you can use to network and get the word out about you, your value as a prospective employer and your commitment to always delivering a high quality work product.

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| What is an elevator pitch? | * It is a brief – 30 to 45 second – sales pitch about You, Inc. * It lays out who you are, what you do, why you do it and why that’s important to the listener |
| What’s the purpose of an elevator pitch? | * It is intended to engage the listener so that they want to learn more about You, Inc. * t’s intended to start the process/conversation not “close the sale” |
| What does an elevator pitch look like? | * It is comprised of three parts. An elevator pitch:   + Presents you and what you do   + Explains what makes you unique   + Communicates why what you do is of value to the listener |
| What’s the primary objective for your elevator pitch? | * It’s to differentiate yourself from your competition.   + Remember: No one cares how much you know, until they know how you care. |

Considering the three elements of a solid elevator pitch, below is an example of a You, Inc. Elevator Pitch:

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| **Elevator Pitch Element** | **You, Inc. Elevator Pitch** |
| Present who you are and what you do | Hi, I’m John Smith. I just received my journeyman’s card or completed my apprenticeship and I’m excited about building my career as a (insert Skilled Trade) |
| Explain why it’s unique | I am absolutely committed to becoming a true Craftsman, which to me means that you can always count on me to show up with a positive attitude and be that indispensable, go-to employee on any job site that I have the opportunity to work on. |
| Communicate You, Inc.’s the value to the listener and engage them to offer a next step or become a referral | I imagine that you can think of a time or two when it would have been great to have a person committed to delivering their highest quality, work product in everything that they do, 100% of the time. I am that person.  Could you suggest who I might speak with about a position with your company?  If not, do you know who might know the person I should speak with? |

**You, Inc. Elevator Pitch Worksheet:**

1. Present who you are and what you do:

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2. Explain why what you do is unique:

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3. Communicate You, Inc’s value to the listener in relation to their personal circumstances:

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3a. Engage the listener with a question or two to get them to want to learn more about You, Inc.:

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Now, make a few copies of this worksheet and fill in the blanks with your own words. Get it just right so that it feels natural for you. Then, practice, practice, practice. Come up with different takes on each element of the elevator pitch so you can change it to make meaningful to different listeners depending on their specific needs. Make it a part of you and go out there and start networking with the force multipliers that will point you to your dream job!