

Creating Your 15-Second Pitch

(*Also known as Elevator Pitch, and 15-Second Commercial)

Write your answers to the following 6 questions on the lines provided below.

1. **My name is:**
2. **I am a:** (example: student at the University of North Carolina, Career Counselor)
3. **I major/specialize in:** (example: Marketing, Customer Service, Social Media)
4. **A recent accomplishment that is relevant:** (example: I planned and organized a fundraiser for my the math club that raised \$750 for Habitat for Humanity)
5. **Why you're the best (skills/qualities/experience):** (example: I am organized, enthusiastic, punctual, and eager to make a difference in the community)
6. **In my free time I enjoy doing:** (examples: Rock climb, hike, ski and read)
7. **Your call to action (what are you looking for?):** (example: I'm looking for a part time job in a local pharmacy)

My name is... (1) _____, and I am a... (2) _____

_____ specializing in... (3) _____

_____. Recently, I... (4) _____

_____. I am....(5)

_____. In my free time I enjoy..... (6) _____.

Right now, I am looking for... (7) _____.

The pitch you have created above can be used to introduce yourself during networking conversations, and help you answer one of the most common interview questions, "Can you tell me about yourself?"

Tips:

- Smile.
- Be concise.
- Be confident.
- Don't be afraid to ask for help.
- Having a hard time identifying your strengths? Ask your friends!