

## The Elevator Pitch - your 30 second introduction

An elevator pitch is a brief (think 30 - 60 seconds) way of introducing yourself, getting across a key point or two, and making a connection with someone. It's called an elevator pitch because it takes roughly the amount of time you would spend riding an elevator (lift) with someone.

### Tips To help you construct your elevator pitch:

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1. Who are you? Introduce yourself.
2. Offer background?
3. Explain and provide context?
4. Make the connection. What do you want to achieve.
5. The ask.
6. The close.

### Example, more aligned for job seeker / entering the world of work:

[https://www.youtube.com/watch?v=Lb0Yz\\_5ZYzI&t=1s](https://www.youtube.com/watch?v=Lb0Yz_5ZYzI&t=1s)

### Example, for a business owner:

<https://www.youtube.com/watch?v=yi41U9ahyoE>

