



My 60-Second Elevator Pitch

By Salisbury University – www.salisbury.edu

Directions: *Follow the steps outlined below to prepare your own 60-Second Elevator Pitch.*

1. Complete the worksheet “Tell Me About Yourself”

2. Use short phrases, not full sentences.

The goal is to say the most about your qualifications in the fewest possible words.

3. Name your targeted job position and the employer.

4. Briefly summarize education and training.

Review your resume: Education, Training, and Experience as a reference.

5. Focus on “Your Strengths”

Describe relevant examples of your work performance, accomplishments and successful use of your job-specific skills. Whenever possible, use numbers or percentages to measure the success. Also, emphasize benefits you can provide for the employer.

6. List your job skills and transferable competencies most relevant to the position.



7. Tailor each commercial.

Use your commercial draft as a base, and tailor it for each target employer.

Practice delivering your commercial aloud, but don't memorize it word for word,

sounding as though you are reading a script and lacking energy. Take a copy of your commercial with you to the interview. If you have a momentary brain drain, quickly scan it, but don't read from it directly.

ROUGH DRAFT OF COMMERCIAL

Summary of Fine Points for Interview Success



Directions: *Write a summary of how you plan to apply the information presented about each of the following aspects of interviewing.*

1. **Education and Training**

2. **Work and Volunteer Experience**

3. **Areas of Strengths and Accomplishments**

4. **Express your interest in the specific position.**

5. **How to Wrap Up the Interview in Your Favor.** Summarize how you plan to wrap up your interview favorably. Explain how you will find out what method of follow-up contact the interviewer prefers.

6. **Close the Interview Skillfully. Summarize how you plan to end your interview.**