

# THE ELEVATOR PITCH

The College of Liberal Arts  
**CAREER CENTER**

## WHY DO I NEED A 30-SECOND INTRODUCTION?

One of the keys to successful interviewing and networking is to make a really strong first impression. One of the first opportunities to make this impression is often in response to the question "Tell me about yourself." The answer is your personal "commercial." It is essentially an overview of your experience, skills, strengths, accomplishments and goals - all in 30 seconds. You will use your 30-second commercial throughout your professional life such as at an interview; in a cover letter; at professional networking events; in cold calling employers for future jobs/internships; and when introducing yourself to a potential employer at a career fair.

## HOW DO I WRITE A 30-SECOND INTRODUCTION?

To craft an introduction be sure to tell **(A)** who you are, **(B)** what your experience, strengths, and abilities are, and **(C)** what you want. be straightforward, be direct, and request referrals, if appropriate.

## EXAMPLES WITH VARIOUS POSSIBLE ENDINGS:

**(A)** My name is Christina/Chris Smith. I am a college senior majoring in psychology. **(B)** I serve on several campus committees devoted to producing campus events and serve as a member of the Student Athlete Committee. I am also a member of a student group on campus that invests money on behalf of Purdue University. My experiences emphasize student programming and utilize my analytical, organizational, and planning abilities. I plan to pursue a career in sports marketing.

**(C1)** Employer - I am apply to this job/field because it closely matches my interests, skills and abilities.

**(C2)** Acquaintances/Alumni - I am seeking a job after graduation and am looking for possible leads into the field.

**(C3)** Graduate/Professional School - I am interested in learning more about your Sports Administration Master's Degree program.

## A TYPICAL SCRIPT FOR A 30-SECOND INTRODUCTION:

Hello, \_\_\_\_\_.

My name is \_\_\_\_\_, I was referred to you by \_\_\_\_\_, I am currently a \_\_\_\_\_ at Purdue University, studying \_\_\_\_\_, I'm interested in \_\_\_\_\_.

\_\_\_\_\_, I'm contacting you because \_\_\_\_\_.

**PRACTICE! READ IT ALOUD AND REVISE UNTIL  
YOU CAN MAKE IT SOUND NATURAL.**



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