The 1-Minute Pitch

One of the tools you will use the most in any job search is a one-minute pitch, sometimes called an elevator speech. Not only is it an invaluable tool for networking but it can be used throughout your entire job search process.

A one-minute pitch will be 30-60 seconds long allowing you to clearly and concisely state what you are looking for, your skills and expertise and related experience. It can be used in a variety of situations:
- Interviews
- Meeting with Recruiters at a job fair
- At networking events and parties

GUIDELINES:
Remember your pitch will have to be clear and concise! It will have to meet certain criteria to be effective.
- Be Specific.
- Make your pitch conversational, not too heavy content and natural.
- Single yourself out from the crowd.
- Communicate your enthusiasm and motivation.

IDENTIFY THE FOLLOWING:

Your Name: __________________________________________________
Your Major: __________________________________________________

What are your career goals and interests?
____________________________________________________________
____________________________________________________________
____________________________________________________________

Previous Work Experience
____________________________________________________________
____________________________________________________________
____________________________________________________________

Activities
____________________________________________________________
____________________________________________________________
____________________________________________________________

What information are you looking for?
____________________________________________________________
____________________________________________________________
____________________________________________________________
Build your Speech:

*Use the information from the previous section as a starting point.*

- Your speech should begin with an introduction.
  
  “Hello, my name is _____________. I’m a (senior, graduate student, ProTrack, etc) at Florida Institute of Technology majoring in _________________.
  
  Remember that you may need to alter your intro for the situation. When you are at a Florida Institute of Technology event they will know you are a student here.

- Talk about your work experience in a clear manner.
  
  “Most recently, I worked at ______________ as a (job title) where I ________________________________.”
  
  Be prepared to stop and answer questions.

- Discuss your skills and knowledge
- Discuss your career goals
- Tell them what you want to know.

**Example:**

“I am a junior in Business Administration at Florida Institute of Technology. I have done well in my Finance courses, such as Options, Futures Markets and Investment Analysis. I am also a member of Collegiate Entrepreneurial Organization and I enjoy doing day trades in my spare time. I’ve actually become a successful investor on my own by following industry trends and company reports. I am now looking for an internship in a brokerage firm.”

What to Expect?

*Be prepared to answer more questions*

- The person you just spoke to is likely to follow up with more questions to get additional information from you.
- Make sure your résumé is on hand in case they ask for it or wait for a time where it would be appropriate to pass it off.

*Tailor your speech for each employer*

- Research ahead of time companies you will talk to and make sure your speech and goals line up appropriately with each company.

*REMEMBER TO PRACTICE!*

- You don’t want to sound too rehearsed or stumble through it so practice in front of a mirror or family friends to make it as natural as possible.