

The Sixty-Second Elevator Pitch

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Possible Topics ...

30-60 seconds on:

- **Job search:**
I'm looking for a position that ...
- **Research overview:**
I'm investigating and looking for funding ...
- **Personal background:**
I've been ... I am ...
- **Life goals:**
It's important to me to become ...
- **Philosophical belief:**
I believe that ...



How to Perfect the Pitch

You will need:

- a) Skills or ideas
- b) List of phrases
- c) Description of your qualifications
- d) Practice



Steps:

- 1) Brainstorm a list of words and phrases that describe you; be honest, unique, and avoid clichés
- 2) Craft a list of descriptions and qualifications that you can share in 30 seconds or less. Write the pitch like you naturally speak
- 3) Practice in front of friends until it sounds natural
- 4) Make your pitch about the needs and problems facing your listener
- 5) Describe your value in solving these problems
- 6) Allow room for dialogue and conversation; anticipate their questions and responses
- 7) Ask for a business card or permission to send your resume – some next step

The Pieces

Succinct 3-4 talking points:

- Who I am
- What I've done
- What I offer
- How it can help you



Best Tips

- Focus on your USP (unique selling proposition) – what’s so special about you?
- How can you help solve a problem ...
- Lead them to ask, “Please tell me more ...”
- Remember non-verbal cues, body language, natural rhythm, confidence – not arrogance
- Keep it culturally appropriate (proper eye contact, personal space, bow/kiss/shake)



Sample Pitch



- My name is Steve. I've been an international educator and a journalist for more than 20 years. I've taught for UCSB and UCLA, and as I was a television bureau chief in Moscow covering the final months of the Soviet Union. Mostly what I do in both education and journalism is to try to reduce complicated issues to simple terms that everyone can understand. My doctorate and research is in transcultural communications. That means I try to find ways to help you connect across cultures with your audience wherever you may be in the world.

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