

How to Write a 30-Second Elevator Speech

An ***elevator speech or pitch*** is a brief summary used to quickly define a person, service, product, etc.

Start writing your 30-second elevator speech by answering the following questions. Then use the answers to write a message that you can share with someone in 30 seconds.

Use these tips in person, on the phone, with audio or video, and online.

1. Who are you?

2. What are you looking for in a job?

3. What are your skills?

4. What do you want?

5. What can you offer?

6. Ask for help.

7. Thank them for listening.

Here is an example of a 30-second elevator speech used by someone looking for a job.

Hello, my name is Dan Lehmann and I am a machine tool operator who is presently between jobs. I have 19 years of experience in machine tooling and I can read and interpret blueprints. I can set-up, operate, and program CNC machines. I can also maintain the machines. I noticed that you work in this company and was wondering if you are familiar with the Human Resources Manager or the person responsible for hiring operators because I would like to get my resume to that person. Are you aware of any job openings that would require my skills? I appreciate your taking the time to listen to me, and would appreciate any help that you can give me in my job search. *(Offer a handshake as you end with)* Have a great day.



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