

# STEP-BY-STEP GUIDE TO PERFECTING YOUR ELEVATOR PITCH

An elevator pitch is a brief, persuasive pitch used to increase interest in yourself and what you offer. Whether spoken or written as your LinkedIn bio, getting your elevator pitch right is the key to turning those fleeting opportunities in to lifelong success.

Your elevator pitch should be a roadmap to the mission behind your brand. It should be concise and unique to you. It should have energy and awareness of what you need to do and what you have to offer to get you closer to achieving the big vision you have for your life.

If you are planning for work experience, an internship, or a job, and you are in a position to meet someone who works at the company you are looking for an opportunity from, they should be able to hear your elevator pitch and immediately get a sense of your values, skill set, and passion.

It's not actually difficult to get your elevator pitch right. But it's incredibly easy to get your elevator pitch wrong.

At Doceo Tuition, we want to take you to the next level. This guidebook is going to tell you what it takes to go from an OK elevator pitch to a fantastic one!

At the core of your elevator pitch should be you. You are your biggest asset. Stay away from the generic, and point scoring by including buzzwords with no evidence to back it up. Just get into the details.

# STEP 1:

## WHO ARE YOU?

It may sound obvious, but people aren't mind readers. Start with the simple things:

- **Your name**
- **What you are doing now** (e.g. year 13 doing x,y,z a level or second year university student studying x.)
- **What you do** (Increasingly, people are looking for work in a field that they haven't yet studied, so what you are doing now might have nothing to do with the opportunity you are looking for. If that's the case, make sure you include what else you do outside of studying in the first 10 seconds of you speaking, or in the first sentence of you writing.

E.g. maybe you are an experienced coder in your spare time looking for a tech role, or a budding UX designer looking for a graphics role, or the President of the commercial awareness society looking for a legal role.)

### SPOTLIGHT: WHAT YOU DO

Don't hide behind vague statements.

Think about what you are doing right now to contribute to the lives of those around you, and how that is bringing your mission to life.

# STEP 2:

## WHAT SKILLS DO YOU HAVE?

It may sound obvious, but people aren't mind readers. Start with the simple things:

- Be specific about the skills you actually have, not the buzzwords you think will impress the individual.
- Try to avoid being generic and talk about your interesting skills as

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- opposed to the "common" skills everyone has. E.g. if you help out with the media output at church by putting lyrics on the screen, then that shows creativity, technological aptitude, time management, and teamwork skills.

### **SPOTLIGHT: WHAT SKILLS ARE COMPANIES LOOKING FOR?**

Companies are increasingly looking to hire people that their existing employees/clients/people they interact with, will get on with. Using interesting examples to demonstrate skills as opposed to relying on traditional examples like "great research skills after writing an academic essay", will help you stand out from the crowd.

## **STEP 3:** **WHAT IS YOUR USP?**

It may sound obvious, but people aren't mind readers. Start with the simple things:

- Why should they follow through with your ask below?
- How are you best suited to help the company or individual?
- Spend some time thinking about this and come up with one sentence that lets everyone know, that you know, what you're doing and you're the best person to add value to the company or individual.

### **SPOTLIGHT: WHAT A USP ISN'T.**

Your unique selling point isn't something you can find on google, it's your personal superpower. The best way to stand out, is to be yourself, and to be honest about what you can do, and what you are willing to learn to be the best.

## **STEP 4:**

# **WHAT IS YOUR USP?**

- Now that you've explained who you are, you need to explain why the company or individual should take you on.
- Here's where your research skills need to come in. What is the "heart" of that company, and what can you do to help them?
- The "ask" of your pitch could be a consideration for a job opportunity, internship, or simply to get contact information. This is a good opportunity to explain the value you'll bring again, why you're a good fit for a job, or generally what your audience has to gain from your interaction. Focus on what you have to offer during this section of the speech.

## **STEP 5:**

# **CALL TO ACTION**

- You should end your elevator pitch by asking for what you want to happen next. If you feel an elevator pitch is appropriate for a certain situation, begin with the goal of gaining new insight or determining next steps. Examples can include asking for a meeting, expressing interest in a job, confirming you've fully answered an interview question, asking someone to connect with you or asking someone to be your mentor.
- Asking for what you want can be intimidating, but it's important you give the conversation an action item instead of letting it come to a dead end.