



Personal Pitch

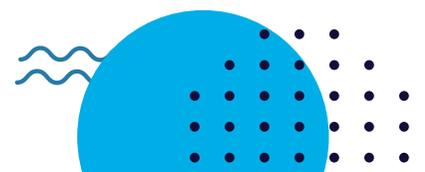


Overview

Your elevator pitch summarizes who you are professionally in a succinct, enticing way. It invites questions and shows what you have done and the value you can add. In 30 seconds, you are selling yourself so make it interesting and engaging; just like you.

When to Use It:

- In an interview when asked, "Tell me about yourself."
- At networking events
- During casual social activities
- While In an elevator
- Anytime. You never know when a conversation can turn into an opportunity.





Write It Out

Brainstorm Responses to the Following:

What are your career goals?

List your top 3 – 5 professional accomplishments/career highlights.

List 3 – 5 relevant skills &/or experience.

How will you benefit your audience? What is the value you will add to this person or company?

What are you hoping to achieve with this pitch? A job opportunity, an introduction...



Tell Your Story

Use the responses above to create your story. Edit it down. Write short and dynamic sentences.

Your Hook. Who are you?

For example, is the company challenged by unclear messaging? "I am a communications professional with a passion for creating dynamic stories; I create valuable messages for mission-based organizations."





Your Accomplishments.

An anecdote that highlights your skills. "I implemented a new project management system that reduced spending by 50%; As the president of the PTO, I led a team of 50 parents and raised over \$100,000 in one year."

Your Value to Listener.

This is the most important part. What can you add to their company; what value do you bring? "I can offer my expertise in marketing to build your brand. I have new strategies I can bring to increase your client base."

Your Call to Action.

Are you asking to interview? Networking for a connection? "I think Business Inc and I could be a great fit. Would you introduce me to your friend that works there; I see a lot of potential for both Business Inc and the strategies I can offer, how do I move forward with an interview?"

Practice, Practice, Practice

Embody the Message

-  This is your story. Be comfortable in it.
-  If you believe the story you will be authentic sharing it.
-  Make it fluid and adaptable.

Test it Out with Different People and Adapt it for Each Audience

-  A Friend
-  A Coach
-  A Colleague
-  And yes, the Mirror





Take It for a Spin the Real World:

- ▮ Don't use it for the first time in an interview for a dream job.
- ▮ Join a networking zoom call (or in the old days attend a conference or networking event) and practice introducing yourself and your pitch to as many people as you can.

Think of Your Friend

- ▮ The confidence you would have talking about a friend's talent is the same you should shower on yourself. You deserve it and self-promotion is an important strength



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