**Developing Your Elevator Pitch**

**Below is a general format of an elevator pitch.** The goal for the pitch is for this to be a natural part of a conversation, to gather the necessary information you need, and to sell yourself.

1. Introduction
2. Describe your background
3. Explain what you want
4. Switch to listener/transition to conversation

**Brainstorm the areas below to help you contextualize your elevator pitch.** The goal isn’t to have a script but to have a natural conversation. The information you brainstorm can help you articulate your personal brand and the value you bring.

* Describe your Background / Experience – Keep this concise. Years of experience / Industries worked & Types of companies / Key competencies & abilities
* Describe Area of Expertise / Key Skills – Brainstorm key skills you’ve acquired that are directly applicable or transferable.
* Describe Your Why / Vision – What motivates you? What is your mission? Make sure you think about “Your Why” in a way that show your authentic self and brings value to the people/organization

**Networking is about building relationships vs facilitating a transaction.** Make sure that you are providing value to the person you’re networking. Ideas for value you can bring include:

* Share Connections
* Share Experiences
* Share Resources
* Share Opportunities

Brainstorm questions that you can ask to inquire about the value you can bring. *(eg Since I have a background in event management and sales, do you think there are any ways that I can be of service to you?)*