

# The Personal Pitch

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An elevator or personal pitch is your opportunity to:

- Tell your story
- Sell yourself
- Summarize your experience and background
- Convince the employer that you are right for the position
- Leave a good impression

Your pitch is a tool for your job or internship search. It is called upon throughout the job search process, whether to introduce yourself as a potential candidate over the phone or at a career fair, in an informational interview, or to answer common interview questions (“Tell me about yourself”). It will help you organize your thoughts and clarify your job target and marketable skills.

What you include in your message will vary, depending on who you are talking to and what your overall objective is. The amount of time you have to deliver your personal pitch will also vary. During a Career Fair or networking event, you only have about 30 seconds so you need to focus on your key message. To answer the “tell me about yourself” question during a job or internship interview you will have a longer amount of time to respond, between 60-90 seconds, so you’ll want to think about what to include and how to present it in a clear and concise way.

**Consider what you are hoping to achieve from this pitch.**

The following worksheet will help you write your personal pitch. Each section provides key questions that should be addressed in your personal pitch. You may decide to cut out some items, or include others that are more relevant, depending on who you are talking with and the overall purpose of your pitch. Once you have filled out the worksheet, review our sample statements to get an idea of how to put all your information together. This is YOUR personal pitch, so try to keep it conversational.

Once you have drafted your pitch, you should get some feedback from friends, a Career Counselor, professor, or anyone else who can help you refine your message and delivery. The key to success, as with any public speaking endeavor, is to **practice, practice, practice**. Try to personalize as much as you can without simply repeating it like a scripted speech.

## Your Personal Pitch Worksheet

<p><b>Where do you go to school/ what is your major/areas or classes of focus?</b></p> <p>I am currently a senior at Pepperdine University majoring in Psychology. I have studied abroad in Tokyo and am fluent in Japanese and Spanish. Currently I am completing a thesis on International Perspectives of Depression.</p>	
<p><b>What is your experience? What skills do you have to offer?</b></p> <p>As a leader of the Student Leadership Council for two years I have developed strong leadership skills. In addition, I have served as the promotions director for the Habitat for Humanity program at Pepperdine and have a strong commitment to volunteerism.</p>	
<p><b>What do you want?</b></p> <p>I am interested in studying the impact of poverty on children in the United States and would like to join a research team where I can use my skills as a research assistant while gaining a perspective in policy development.</p>	
<p><b>When will you do it?</b></p> <p>I will be graduating in April and would like to start a full-time position soon after.</p>	
<p><b>What benefit will you bring the company?</b></p> <p>I am a fast-learner with a strong ability to work both independently and with a team. I have spent three years as part of a research team and feel that my communication and organizational skills will be of great use to UCLA's Psychology Lab.</p>	

## Sample Personal Pitch Statements

**Sally Student** // Senior Psychology major interviewing for a full-time job (taken from our worksheet above and written as a personal pitch statement)

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### **Sally is answering the “tell me about yourself” question in a job interview:**

“I am a senior at Pepperdine University majoring in Psychology. Currently I am completing a thesis on international perspectives of depression. I am interested in joining a research team where I can use my research skills to study the impact of poverty on children in the United States while gaining further experience with policy development. I believe I am well prepared for this position because of my leadership, research and foreign language skills. I studied abroad in Tokyo and am fluent in Japanese and Spanish. As the President of the Student Leadership Council for two years I have developed strong leadership skills. In addition, I have served as the promotions director for the Habitat for Humanity program at Pepperdine and have a strong commitment to volunteerism. I am a fast-learner with a strong ability to work both independently and with a team. For the past three years, I have served as an integral member of Dr. Smith’s research team at Pepperdine and feel that my communication and organizational skills will be of great use to UCLA’s Psychology Lab.”

**Roger Eager** // Junior Advertising major looking for a summer internship

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### **Roger is talking to an employer at the annual Career Fair:**

“My name is Roger Eager and I’m currently a junior advertising major at Pepperdine University in Malibu, CA. Through my advertising and business classes I have developed a strong interest in the advertising field and would like to find a summer internship where I can further explore my interests. I have practical experience with advertising including a part-time position with the Graphic, where I collaborate with local businesses to increase and create ads for Pepperdine’s weekly student newspaper. In addition, I interned last summer with a film production company in their marketing department where I researched and analyzed various movie posters to help develop and design an advertising campaign for a recently released feature film. I am very detail-oriented and organized and believe that I will be a great asset to the advertising team at Maddocks.”

**Michael Sanchez** // Sophomore Economics major interested in a career in finance

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### **Michael is calling a networking contact:**

“My name is Michael Sanchez and I’m currently in my sophomore year at Pepperdine University studying Economics. I found your name in Pepperdine’s Alumni Directory. After reading your profile I thought your interest seemed similar to mine and I wondered if you would have a few minutes to speak to me about the financial industry. My goal is to become a financial analyst after I graduate and I would like to gain experience in the field to prepare myself for a full-time job. My coursework in business and economics has laid the foundation to make me a competitive candidate for a summer internship; however, I am uncertain how as to which companies might offer the best opportunity to gain practical experience to better understand financial concepts and applications. Do you have any suggestions for getting started in the finance field?”