

# Elevator Speech: Job Search Infomercial

How to sell yourself in 30 seconds or less.

## **Fast pitch.**

You look up and see, standing right next to you, the president of the company you'd like to work for waiting to cross the street. Think fast: You have less than 30-seconds to 1) engage the employer; 2) sell yourself; and 3) prove why you would be the ideal candidate for the job. GO!!

A chance introduction, a networking event, leaving a telephone message are all perfect opportunities for an elevator speech, so called because of its brevity, *i.e.*, the time it takes for an elevator ride.