

### 3.2 Objective - 30 Second Commercial/Elevator Pitch

One of the keys to successful interviewing and networking is to make a really strong first impression. One of the first opportunities to make this impression is often in response to the question “Tell me about yourself.” The answer is your personal “commercial.” It is essentially an overview of your experience, skills, strengths, accomplishments and goals – all in 30 seconds!

You will use your 30 second commercial throughout your professional life. Some relevant uses include:

- At an interview
- In a cover letter –to highlight your background and key abilities.
- At professional networking events – when you are asked to introduce yourself.
- When introducing yourself to a potential employer at a career fair.

*Your objective, should you choose to accept it, is to follow the step – by – step instructions listed below, and fill out any questions. Once you complete all five objectives of your mission, return this sheet, along with the other five objective sheets to [careercenter@indianatech.edu](mailto:careercenter@indianatech.edu). If you have any questions, you can contact HQ at [CareerCenter@indianatech.edu](mailto:CareerCenter@indianatech.edu) or calling at 260-422-5561 ext. 2217. Deadline to complete your mission is January 25, 2021. God Speed!*

- Go to [careercenter.indiantech.edu](http://careercenter.indiantech.edu)
- Scroll down to the candid career logo below the left-hand menu bar and click on the link
- In the search bar on the top right of the candid career homepage, enter “elevator pitch”
- Watch the elevator pitch- tips for your elevator pitch video
- Write out your elevator pitch below using the format explained in the video
- Practice your elevator pitch using the virtual interviews platform in warrior jobs.
  - Login to warrior jobs (link can be found on the [careercenter.indianatech.edu](http://careercenter.indianatech.edu) homepage)
    - No account yet? No problem! Login using your Indiana Tech username and password and the system will walk you through creating your account profile.
  - Click on resources on the left-hand menu
  - Click on virtual interviews
  - In the keyword search box enter “30 second elevator pitch”
  - Click on record new attempt and follow the prompts

#### **Elevator Pitch Format-**

Who you are:

What you want:

What you bring to the table: