

# Refine Your Elevator Pitch

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AN INTERACTIVE WORKSHOP

PROFESSOR GAIL LEWIS (SHE/HER)

CENTER FOR THE WOMEN OF NEW YORK



People with excellent credentials!  
Experience - Education



People who perform - Bring in  
revenue - Excel in performance



People who present themselves well -  
In interviews & On the job

Who Gets  
Hired? Who  
Gets Ahead?



# What Do You Have Agency Over?

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Just like learning to roller skate or learning how to cook, presentation skills and specifically, a well-crafted Elevator Pitch, is something we can write, learn, practice, improve and even MASTER!



WHAT IS AN ELEVATOR  
PITCH?



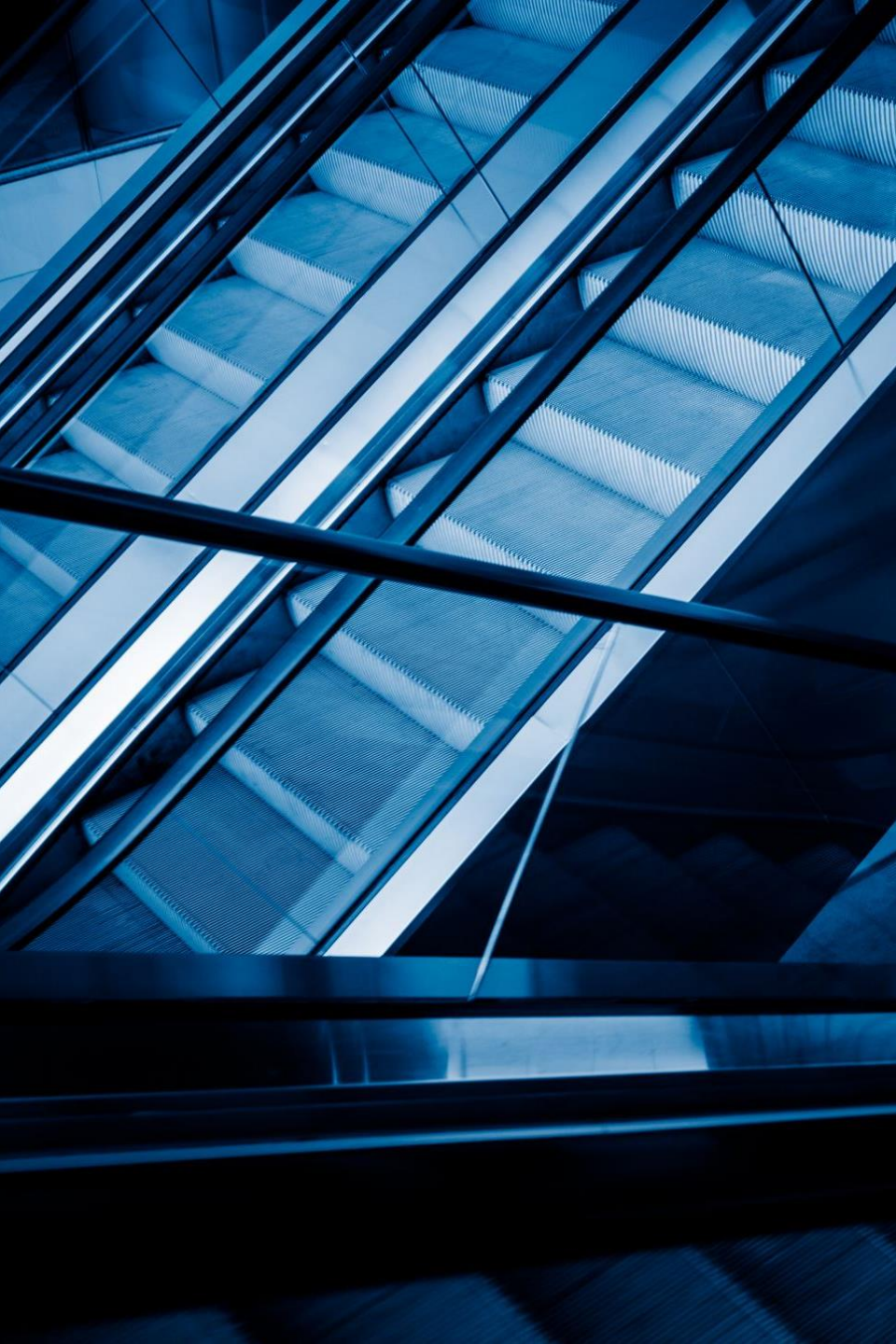
TYPES OF ELEVATOR  
PITCHES



HOW TO WRITE AN  
EFFECTIVE ELEVATOR  
PITCH

# Let's Examine The Elevator Pitch

# The Elevator Pitch: Defined



# What is An Elevator Pitch?

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An *Elevator Pitch* is a short, persuasive message used:

- To spark interest in who you are and what you do
- To explain a concept quickly and clearly



# When Would I Use an Elevator Pitch?

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Use an Elevator Pitch to introduce:

- Yourself
- Your Product
- Your Company

An elevator pitch should be 30-seconds to 1 minute - Short enough to get your message across anytime and anywhere—even during a *quick elevator ride*

It's a short sales message that, once you've finished, compels whomever you're talking to hire you, or buy your product, or invest in your service, or want to know more!

# The Elevator Pitch: Three Types of Pitches

# Three Types of Pitches



## General Pitch - Introduction

Use the General Pitch when introducing yourself to new colleagues, at career fairs, or if you meet the CEO of your company in the elevator!



## Job Interview Pitch

Use for job interviews



## Sales Pitch

Use the sales pitch to get potential customers or stakeholders interested in your product, service or organization

# The Elevator Pitch: Put Your Pitch Together



# Putting Your Pitch Together

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No matter which of the three pitches you're using, write your pitch in three steps::

1. Start with **who you are**
2. Write about **what you do** and **how you do it**
3. Explain the **results** of your work and **what makes you unique**



# Putting Your Pitch Together

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1. Who you are: *I am an outgoing, recent Certified Nursing Assistant graduate*
2. Write about **what you do** and **how you do it** *I work as a part time home health aide*
3. Explain the **results** of your work and **what makes you unique** *I assist six clients a week using my effective organizational, para-medical, and communication skills*

# Now Tailor Your Pitch

4. Add an **attention getter** at the beginning.- An interesting fact about you or your career that grabs attention: *Looking for a diligent, professional health care worker to join your team?*

**Attention getter** *Looking for a diligent, professional health care worker to join your team?*

**Who you are:** *I am an outgoing, recent Certified Nursing Assistant graduate*

**What you do & how you do it** *I work as a part time home health aide*

**Results & what makes you unique** *I assist six clients a week using my effective organizational, para-medical, and communication skills*



# Edit

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**Edit:** Add more detail & describing words & your **unique attributes**

**Examples include:**

Adaptable

Leader

Punctual

Creative

Military service

Self motivated

Diligent

Organized

Strong work ethic

Effective  
communicator

Passion

Team player

Experienced

Problem solver

Willingness to learn

Flexible

Professional

**Don't Sell Yourself  
Short!!!**



# Practice, Get Feedback & Refine

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Practice out loud. - Set your phone to selfie & record your pitch

Make sure you stay within 30 seconds to 1 minute without talking too fast

Ask a friend or family member to listen to your Pitch either in person or on FaceTime/WhatsApp & ask for feedback:. Do you sound natural? Is your elevator pitch conversational & easy to understand?

# Remember: There Are Three Types of Pitches: Edit Your Pitch To Fit

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## General Pitch - Introduction

Use the General Pitch when introducing yourself to new colleagues, at career fairs, or if you meet the CEO of your company in the elevator! **Specifically highlight your unique professional attribute**



## Job Interview Pitch

Use for job interviews – **Specifically highlight your professional accomplishments, skills & education**



## Sales Pitch

Use the sales pitch to get potential customers or stakeholders interested in your product, service or organization – **Specifically highlight your product or service or organization**



# Example – Job Interview

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**Attention getter** *I am a diligent, professional health care worker who would be honored to join your team*

**Who you are:** *I am an outgoing team player and recent Certified Nursing Assistant graduate*

Write about **what you do** and **how well you do it**  
*Presently, I work as a part time home health aide at Healthy Homecare*

Explain the **results** of your work and **what makes you unique** *I assist six clients a week using my effective organizational, para-medical, and communication skills*



# Example – General Pitch

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**Attention getter** *Does your organization need help coordinating work and team communication?*

**Who you are:** *I am an organized, self-motivated, project manager*

**Write about what you do and how well you do it** *I work with T-Mobile and I'm an expert at using software tools to assist teams with organizing projects and communications all in one place*

**Explain the results of your work and what makes you unique** *With the efficiency skills I learned while on Active Military Service, and my computer training, I have increased productivity in my division by 14% this year*



# Example – Sales Pitch

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**Attention getter** *Doing your taxes every year can be a real hassle. If you're not an accountant, not organized, or not skilled with software. Preparing taxes can be time consuming and frustrating.*

**Who you are:** *I am an accountant with over 10 years of experience, who specializes in personal tax preparation*

Write about **what you do** and **how well you do it** *I am certified by the Taxation Institute, and prepare tax returns for you, your family, or your small business*

Explain the **results** of your work and **what makes you unique** *I am skilled in maximizing returns and prepare taxes remotely, in person at my centrally located office, or I can visit your home*



# Thank You!

## Let's Review & Practice

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Today we learned that an Elevator Pitch is a short persuasive message used to introduce:

- Yourself
- Your Product
- Your Company/Product/Service

Keep it under 1 minute, highlight your unique attributes, & practice!

Raise your hand to practice & get feedback!

Professor Gail Lewis

Queensborough Community College/City University of New York (CUNY)

Keep in Touch - [glewis@qcc.cuny.edu](mailto:glewis@qcc.cuny.edu)

[Toastmasters.org](https://www.toastmasters.org) to Find A Club Near You!

Thank You to Center for the Women of New York (CWNY)!!

# Let's Review & Practice

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Attention getter

Who you are:

What you do & how you do it

Explain the **results** of your work & **what makes you unique**

Adaptable

Creative

Diligent

Effective communicator

Experienced

Flexible

Leader

Military service

Organized

Passion

Problem solver

Professional

Punctual

Self motivated

Strong work ethic

Team player

Willingness to learn

**Don't Sell Yourself Short!!!**

# Thank You!

Refine Your Elevator Pitch!

Keep In Touch!

Professor Gail Lewis – Queensborough Community College/City University of New York (CUNY)

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