

# ELEVATOR SPEECH

When networking or job searching, people need to know *who you are, what you have done to gain skills and experience, and what you want to do in the future*. Create a short memorable way to introduce yourself that succinctly conveys all of this information. Below is a handy outline to get you started.

**"I AM" (PRESENT):**

**"I HAVE DONE OR LEARNED" (PAST):**

**"I PLAN TO" (FUTURE):**

Additional Tips:

- Adapt your self-introduction to the situation
- Pronounce your name clearly
- Be upbeat and remember to smile ☺
- Engage others by following your introduction with open-ended questions
- Be sincerely interested in what they say

Example:

I am a senior at SMU, graduating in the Spring of 2011 with an Advertising degree and a minor in Business. I am originally from Washington DC, but I have enjoyed living in Dallas and I plan to stay here after I graduate. While at SMU, I have been very active on campus, including serving as the Communications Director for Student Senate. I have also completed two internships at advertising agencies. I would love to now transfer those skills to a more corporate environment, utilizing my business classes as well as my advertising experiences, and that is why I'm really interested in this Marketing Specialist position for Frito Lay. I think it's a great combination of my areas of study and my hands-on experience.