

# How to Give an Effective Elevator Pitch

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# What is an Elevator Pitch?

- An elevator pitch is a brief summary of the following items that you say or write when you meet a professional contact in person or online:
  - Your name
  - Institution currently attending, undergraduate/graduate, year in school, major/s
  - Very brief summary of your experience and skills
  - Immediate and potentially long-term career goals
- An elevator pitch should be given in under 15 seconds (approximately the time an elevator ride takes, hence the name)

# Verbal vs. Written

- The main difference is that when in person (verbal) you can ask the person about themselves. In an email exchange, you might wait until later to do that, such as by setting up an informational interview with the person to learn more.
  - Verbal: “I’m Melissa Hoon, nice to meet you. I’m a second-year undergraduate biology major with some experience in a genomics lab on campus. I’m currently pursuing opportunities for a summer internship in a laboratory. After graduation, my goal is to work in R&D in genomics. How did you become interested in research?”

# Written (Informational Interview Outreach)

NAME,

I'm Melissa Hoon, it's a pleasure to meet you. I'm a second-year undergraduate biology major with some experience in a genomics lab on campus. I'm currently pursuing opportunities for a summer internship in a laboratory. After graduation, my goal is to work in R&D in genomics.

I'm curious to know how you became interested in research. Would you be available for a 20-30 minute Zoom so that I can learn more about you and your career path? Here are five times I'm available in the next couple weeks. Would any of these times work for you?

Looking forward to your response and to the chance to speak with you further.

Sincerely,

YOUR NAME