











My Elevator Pitch Checklist

- 1 Use the JobLab™ Elevator Pitch Template to draft your Elevator Pitch
- 2 Determine five situations in which you will use your elevator pitch
- 3 Clarify your job target - where do you want to get to?
- 4 Clarify your strengths
- 5 Clarify your drivers, motivators
- 6 Clarify your key 'experience strengths' and make sure they are your target job
- 7 Consider what your ideal company would be
- 8 Write down everything you'd want a prospective employer to know about you
- 9 Delete anything that's not relevant to your pitch
- 10 Format your pitch into - Who you are, What you do, What you want
- 11 Tailor the pitch to what value you can bring to them
- 12 Tailor your pitch to suit each employer
- 13 Eliminate industry jargon
- 14 Read your pitch out loud - alter the words to make it sound more authentic
- 15 Practice in front of a mirror until it no longer sounds rehearsed
- 16 Run by your friends - ask them what they thought your key point was
- 17 Use word count on your computer - 150 words should take about a minute
- 18 Keep it brief - most pitches should last between 15 - 30 seconds
- 19 Deliver your message with confidence
- 20 Smile even if you are on the telephone as it will come across in your voice

Comments :

This is a step that so many job hunters miss out, and yet in many ways it is the single most important activity in your whole job search.

If done correctly, your Elevator Pitch will accurately and succinctly define your key sales messaging, giving your job hunt a focus and consistency that is hard to achieve without an Elevator Pitch.

Notes

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Elevator Pitch Template

Think of yourself as a solution to a problem. An Elevator pitch is a short 30 second summary of 'your skills and what you can do for the listener' that would make a prospective employer want to hire you. It is short because you may only get a small window of opportunity to get the listener's attention. In order to get that all important follow up meeting, you need to get them hooked fast and wanting to hear more. Use this template to create a 'ready to go' elevator pitch (you can tailor it and create different versions to suit your chosen audience). Your elevator pitch should have the following elements:

1. Once you have researched and identified a potential problem or gap within the market or within a particular organisation, you need a plan of how you would provide a solution to this issue.

2. Your pitch should have four attributes:

- a. Make it succinct
- b. Make it easy to understand
- c. Make it attractive to the listener
- d. Make it indisputable - keep the facts clear

Target Audience & Topic

Elevator Pitch Specifics	Your Answers
Specify your target audience: (Examples: potential employers, networking contacts....)	
Specify topic: (Example: the issue or gap in the market that you are providing a solution for....)	

Message Component Development

Questions	Your Answers
Who do you do it for? (Who it will help)	
Why will your listener (or their organization) care? What's in it for them? (For example, include "so that they can," "who can no longer afford," or "who are tired of")	
What do you do? (For example, start with "I provide.....")	
Why are you different? (For example, include "as opposed to" or "unlike")	
What specific market are you in? (For example, start with "I specialize in the financial investment market....")	

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Elevator Pitch Checklist

	Your Answers
Operating within? (Specialize in...)	
Better than anyone else in the industry at... (Area...)	

Results
Results here: (this words or 30)

Results
How to respond? (that affecting my work are the job?). Remember to follow up and get them

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