



THE ELEVATOR PITCH

**If someone asks you,
"Tell me about yourself",
what would you say?**

An elevator pitch is a quick synopsis of yourself in about 100 words. Delivering one in about 60 seconds is preferred.

When writing your elevator pitch, be sure to include the following elements:

- Introduce yourself and state your job title.
- Explain what you are doing and the skill sets involved.
- What are your personal benchmarks or achievements?
- End your elevator pitch with a question.

AN EXAMPLE OF A GREAT ELEVATOR PITCH

Hi, I am Ann Tarwater, President of The Appropriate Method.

I teach etiquette and protocol and have loved this subject ever since I can remember. I speak to different groups - such as college students, children and business leaders - about the etiquette of behavior.

One day I was standing in line waiting to meet Margaret Thatcher, former prime minister of Great Britain, at Quail Hollow Club and no one knew what to call her...was it Madame prime minister, or ma'am....She was not the current prime minister - so how should we have addressed her?

That set me on the road to study this subject. I have attended three schools in the last five years and I would love to speak further with you on this - can we set up a time to talk more in depth?

