

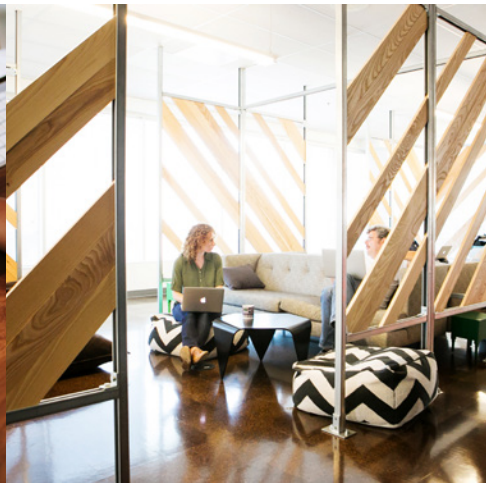
career contessa

WORKSHEET

# MASTER YOUR PERSONAL PITCH

Use this guide to master the fine art of elevator speak. Because once you have a personal pitch, you'll realize all the places you should have been using it.

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# Prepping Your Pitch



## A GOOD PITCH ANSWERS 5 THINGS

- + Who you are
- + What you've done and why you're passionate about it
- + Your unique strengths
- + Where you'd like to go next and why
- + Your "ask" or conclusion

## TAILOR YOUR PITCH

- + Make your pitch relevant to your audience
- + Keep your pitch interesting by including what you've done and why you've done it

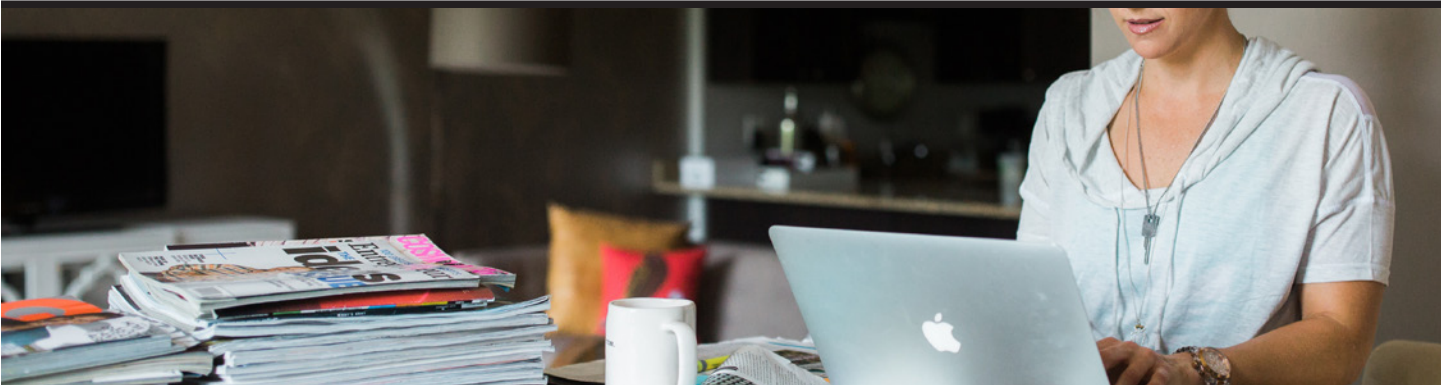
## KEEP IT SIMPLE

- + Keep it brief, it's called an elevator pitch because you should get your message across in the time it'd take for an elevator ride
- + But also have a slightly longer version for an interview, when you'll want about 2 minutes
- + Articulate your pitch clearly (show off your communication skills)
- + Have a thoughtful conclusion (meaning "aaaand that's pretty much it" is out)

## PRACTICE SAYING IT OUT LOUD

- + Have a friend listen to you run through your pitch
- + Ask them to give you feedback on any areas they found confusing, then tweak your pitch accordingly





# Creating Your Pitch

## ELEMENT 1 / WHO YOU ARE AND WHAT YOU DO

Name

What you do

## ELEMENT 2 / WHAT UNIQUE (AND RELEVANT) STRENGTHS YOU HAVE

**What you specialize in**

*(5-6 words to describe your unique expertise and skills)*

**What you've accomplished**

*(explain 1 past work experience and how it's relevant to your career goals or adds to your skill set)*

### **ELEMENT 3 / YOUR INDUSTRY-SPECIFIC QUALIFICATIONS**

Identify an industry or company problem

Explain how you're qualified to fix it

### **ELEMENT 4 / YOUR CAREER OBJECTIVES**

Explain the next phase of your career

How does this fit in with your overall career goals

### **ELEMENT 5 / THE ASK OR CONCLUSION**

**Job Seekers:** Why you're the perfect fit for the job

**Career Climbers:** Why you're the best at what you do

# Now Let's Put It All Together

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My name is [NAME], and I'm a [WHAT YOU DO] who specializes in [WHAT YOU SPECIALIZE IN]. In the past year, I have done [WHAT YOU'VE ACCOMPLISHED] and have a strong track record in [COMPANY PROBLEM + YOUR SOLUTION]. I'm looking to [NEXT PHASE OF YOUR CAREER] where I can [ACCOMPLISH X, Y, Z CAREER GOALS]. I am an excellent fit for a position at [COMPANY] because [YOUR UNIQUE SELLING POINT].

## EXAMPLE

My name is Lauren Smith [WHAT YOU DO], and I'm a digital marketing professional [WHAT YOU DO] who specializes in social media and influencer campaigns [SPECIALTIES]. I've worked with big name brands like Clorox and Pepsi to help refine and grow their digital presence through highly targeted campaigns. [ACCOMPLISHMENTS]. Since the web's constantly evolving, staying on top of marketing trends can prove challenging [COMPANY PROBLEM]. I have a strong track record in implementing new and innovative methods to tap into new opportunities [SOLUTION]. After working at a large marketing firm, I'm looking to expand my expertise by joining a growing brand [NEXT PHASE OF CAREER] where I can help reach new audiences and be involved in the day-to-day growth marketing strategies and milestones [CAREER GOALS]. I am an excellent fit for an in-house marketing position at a startup company because I have big brand marketing knowledge, as well as experience applying those tactics to smaller target audiences. Most importantly, I am excited by the prospect of growing a brand from the ground up, and am confident I have the scrappiness required to get the job done well [UNIQUE SELLING POINT].



# Example Answers

## ELEMENT 1 / WHO YOU ARE AND WHAT YOU DO

### Name

Meghan Raab

### What you do

Marketing Strategy for Growing Brands

## ELEMENT 2 / WHAT UNIQUE (AND RELEVANT) STRENGTHS YOU HAVE

### What you specialize in

*(5-6 words to describe your unique expertise and skills)*

I'm obsessed with figuring out the strategies that work to grow a brand on the cheap. Right now, I'm focused on Pinterest, Instagram, email list growth strategies (things like content upgrades), and SEO.

### What you've accomplished

*(explain 1 past work experience and how it's relevant to your career goals or adds to your skill set)*

As Marketing Manager for Career Contessa, my biggest accomplishment so far has been doubling our Pinterest followers over the course of 6 months, with an average growth rate of 12% per month without spending any money on Promoted Pins.

**ELEMENT 3 / YOUR INDUSTRY-SPECIFIC QUALIFICATIONS****Identify an industry or company problem**

Digital marketing is kind of crazy right now. Every day an algorithm changes or a new marketing tech company launches with a product that would make marketing “so much easier.” But working at a startup, we’ve got limited resources (people and money), so we can almost never take the easy option.

**Explain how you’re qualified to fix it**

I am incredibly detailed (borderline neurotic) and have the natural ability to notice trends, see what’s working, and figure out how to make our strategy better on the fly. In a word: I’m good at being scrappy. I read a ton of marketing blogs (free) and watch YouTube videos (also free) until I have figured out exactly what we need to do.

**ELEMENT 4 / YOUR CAREER OBJECTIVES****Explain the next phase of your career**

In the coming year, I hope to continue to grow Career Contessa’s audience and revenue, and create a fun brand that really stands out in an industry that’s well, kind of drab. We’re trying to help women achieve all of their career goals, and I think that’s pretty neat.

**How does this fit in with your overall career goals**

I’ve always wanted to do something that keeps me up at night thinking, pushes me to constantly be learning, and also does some good in the world. I’ve found all of those things at my current role at Career Contessa.

**ELEMENT 5 / THE ASK OR CONCLUSION****Job Seekers: Why you’re the perfect fit for the job****Career Climbers: Why you’re the best at what you do**

I’m the perfect combination of creative and analytical that’s required to excel in marketing. And I’ve got this “I can figure it out” attitude that works really well at a startup or growing brand with limited resources.



# Example Pitch

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Hey there, I'm Meghan. I'm a marketer who focuses on strategy for growing brands (think: startups and small businesses) because I'm obsessed with figuring out the strategies that work to grow a brand on the cheap. I'm currently the Marketing Manager for Career Contessa, where my biggest accomplishment so far has been doubling our Pinterest followers over the course of 6 months, with an average growth rate of 12% per month, without spending any money on Promoted Pins.

Digital marketing is kind of crazy right now, every day an algorithm changes or a new marketing tech company launches with a product that would make my job so much easier. But working at a startup, we've got limited resources (people and money), so we can almost never take the easy option. I am incredibly detailed (borderline neurotic) and have the natural ability to notice trends, see what's working, and figure out how to make our strategy better on the fly. In a word: I'm good at being scrappy. I read a ton of marketing blogs (free), watch YouTube videos (free), and talk to experts in my network (also free) until I have figured out exactly what we need to do.

In the coming year, I hope to continue to grow Career Contessa's audience and revenue and create a fun brand that really stands out in an industry that's, well, kind of drab. We're trying to help women achieve all of their career goals, and I think that's pretty neat. I've always wanted to do something that keeps me up at night thinking, pushes me to constantly be learning, and also does some good in the world. I've found all of those things at my current role at Career Contessa.

# Need some extra guidance?

Our mentors can help you create a winning personal pitch in a 50-minute personalized session.

[CAREERCONTESSA.COM/HIRE-A-MENTOR](https://CAREERCONTESSA.COM/HIRE-A-MENTOR)

