

# Pitch it

## The Elevator Pitch

Talking about yourself is extremely useful when meeting a prospective recruiter, representative or faculty for a desired internship, research position, employment or career opportunity. An “elevator pitch” is a useful speech or statement to prepare in advance of such opportunities. The statement is referred to as an elevator pitch because delivering it should take about as long as it takes to get from one floor to another on an elevator. Although an elevator pitch can be created, practiced, and developed, it should provide an accurate and authentic representation of you. Practice your pitch so that it evolves as destination points you want to share in context AND in conversation.

### Pitching Frameworks

#### 1-2-3 Pitch

**1. Introduction:** Introduce yourself and share pertinent information such as your major, minor, year in school, organization, leadership position, etc.

**2. Interest:** Articulate your interest in the organization and in a position of either an internship, part-time or full-time position. Briefly share experiences or skills relative to the position.

**3. Action:** Identify what you wish to do such as talk about career opportunities, leaving a copy of your résumé, applying for a position, or following-up with a phone conversation.

#### Who? What? Where? Pitch

Frame your pitch by answering these questions:

1. Who are you?
2. What have you done?
3. Where have you done it?
4. What did you accomplish?
5. What do you want to do now?

Example:

*“Hello. My name is Erica Bovard. I am a Junior majoring in Psychology and President of the Students in Media Association. I’ve worked as a public relations intern at Town & Gown Entertainment as well as a social media intern at the USC Athletics Department. While working at Town & Gown Entertainment, I managed account portfolios for new clients totaling over \$250,000 dollars. More recently, I audited the USC Athletics’ Department social media content for graphic identity compliance. I would love to talk you about the accounts manager internship position you are interviewing for on campus.”*

### The Pixar Pitch: The pitch as story-telling

The purpose of framework is to bring focus to the narrative. You can use the Pixar framework to tell your story. *Adapted from Daniel H. Pink’s, To Sell is Human, 2013.*

#### Pixar

Once upon a time \_\_\_\_\_

Every day, \_\_\_\_\_

One day \_\_\_\_\_

Because of that, \_\_\_\_\_

Because of that, \_\_\_\_\_

Until finally, \_\_\_\_\_

**Now, use comparable substitutes to start your pitch and follow the suggested sequence.**

Example:

*“I’ve always been fascinated with research. Every day, I would stay after-school to grow cultures at my high school’s biology lab. When I came to USC, I was able to conduct research on Drosophila melanogaster in Dr. Mc Fly’s lab. Our findings showed a decrease in eye pigment cells in wild-type flies. My research overlaps with your work on photoreceptor cells. That is why I am interested in conducting research in your lab.”*

#### Essentials

- Be positive
- Make eye contact
- Start and end with a firm hand-shake
- Speak with a natural timbre and cadence
- Be mindful of your surroundings/context
- Have a résumé or business card ready