**What is an Elevator Speech?**

A 30 second to one minute overview of your knowledge, skills, and experiences. (The term comes from the time it would take to answer the question – who are you – during an elevator ride.)

An opportunity to get your point across in a concise, timely manner to spark interest in the person you are speaking with. An elevator speech is as essential as a business card. You need to be able to say who you are, what you do, what you are interested in doing, and how you can be a resource to your listeners. If you don’t have an elevator speech, people won’t know what you really do.

**When will you need to use your elevator speech?**

Anytime! You never know when it will be important to have your elevator speech ready! Realizing the importance of each and every personal encounter you have is a vital part of the internship or job search experience.

**Tips for Creating an Elevator Speech**

**Know Yourself** - Before you can convince anyone of your proposition you need to know exactly what it is. You need to define precisely what you are offering, what problems you can solve, and what benefits you bring to a prospective contact or employers.

Answer the following questions:

1. What are your key strengths?
2. What adjectives come to mind to describe you?
3. What is it that you are trying to ‘sell’ or let others know about you?
4. Why are you interested in the company or industry the person represents?

Be sure to include:
- Name, class year
- Concentration (if you have one) or possible concentration
- Your experiences or internships
- What you are interested in exploring for a career

**Sample Elevator Speech:**

"Hi, my name is Mary Jones. I am currently a sophomore student at Brown. My major is History of Art and Architecture. I’m passionate about museums and European art, and I am a painter as well. Also, I have taken a number of courses related to business and entrepreneurship as I want to understand how organizations function.

I studied abroad in Florence to immerse myself in Italian art and sculpture. Last summer I completed an internship in the European Art Department at the Museum of Modern Art in NY. This summer I’d like to be in the Boston area, working at a museum, but on the business side. In the future I’m hoping to combine these two very different disciplines.”