

Get Started Networking!

CRAFT THE PERFECT ELEVATOR PITCH



First, let's review the purpose of an elevator pitch

Your 30-second introduction should be considered to be one component of the whole conversation with an employer. Below are some topics you could include when you introduce yourself. Remember that networking is a two-way conversation, so be sure to allow for responses or questions from the person you are speaking with.

30-Second Introduction

Greeting: Hello, my name is _____.
first and last name

Year in School: I am currently a _____,
freshman / sophomore / junior / senior / graduate student

Major/Field of Study: majoring in _____.
current major or job-related interest

Type of Experience: I am looking for _____,
internship, co-op, full/part-time position

When You're Available: for _____ of _____.
summer / fall / spring year

Strengths/Abilities: My strengths are _____, _____, and _____.
strength 1 strength 2 strength 3

Accomplishments: I have _____ and _____.
or accomplishment 1 accomplishment 2

Relevant Activities: I am involved in _____ and _____.
or activity 1 activity 2

End with a Question: Would you tell me more about _____?
opportunities, company, etc.

Networking is key to locating those unpublished jobs and internships that are in the "hidden" job market, which some estimate constitutes 80% of jobs.

Conversation Starters

- How was your trip to campus?
- Did you attend Virginia Tech?
- I know that your organization does [be specific]. Can you tell me more about that?
- What do you like most about your organization?
- What advice would you give to someone interested in your field and/or working for your organization?

Networking Checklist

- Keep copies of your resume and business cards available. New connections can be made anywhere, anytime.
- Create a list of your connections - everyone counts. Keep business cards and contact info for your connections accessible.
- Research your connections! Utilize LinkedIn, company websites, etc.
- Contact your connections via email, phone, etc. Be persistent, but not pushy. Clearly state the purpose of your call. (i.e., informational interview, career exploration, etc.)
- Follow up within a week if you do not receive a response from contacts. Send a thank-you email or note by mail.
- Be yourself and remember to smile!