

CREATING A 30-SECOND PERSONAL PITCH

Your personal pitch is designed to, within a short period of time (30-60 seconds), capture another person's interest and engage them in a conversation. You can use it in a variety of settings to gain information and develop your professional network.

Elements of a personal pitch:

- Use the Present, Past, Future formula to craft your pitch:
 - Present:
 - Introduce yourself and your situation. (name, class, major)
 - Past: Clearly articulate the talents you want someone to know you possess using examples of relevant experiences:
 - Skills
 - Personal qualities
 - Accomplishments
 - Future: State an objective for what you want to accomplish during this conversation. Ask a question to begin a conversation.
 - Explain why you are interested in the opportunity you are interviewing for
 - Learn more about a certain industry or career path
 - Seek advice about where to work after graduation
 - Find professional opportunities and job openings

Practice your pitch.

- Try to feel familiar enough that you'd be comfortable saying your pitch to a stranger.
- Add positive nonverbal communications (i.e. eye contact, body language, and posture).
- Practice with a mirror, a friend or a CEO staff member.

Where to use your pitch:

- On the phone or via email
- Conference or luncheon
- Networking event or party
- Job/career fair

➤ SAMPLE 1

Hi, my name is Jane Gopher. I am graduating from Goucher College with a degree in Management this May. During my studies, I had the opportunity to not only intern in the business world, but to travel abroad to Japan and China. I am now fluent in Mandarin. I'm very interested in developing a career that combines my business knowledge and understanding of Asian culture. Would you be willing share experiences and any advice you may have about being an American business professional doing work in China?

➤ SAMPLE 2

Hi, my name is Joe Gopher. I appreciate you taking the time to speak with me at this conference. I am a Political Science major at Goucher College. For the past year, I have interned in the office of one of Maryland's senators, where I coordinated constituent surveys and developed reports of my findings. After my graduation in May, I'm looking to continue work in political research. As an expert in the field, what steps would you suggest for finding an entry level position?

➤ SAMPLE 3

Hi, my name is Julia Gopher. I've spent the last three years volunteering and interning at different nonprofits in the Baltimore community. I am currently president of Goucher's community service group. I would really like to find a job where I can combine my communication and marketing skills with my desire to help people. I would love to speak with you further about your career and experiences in the non-profit world. Could I follow-up with an email to schedule a time for us to talk in more detail?

After you give your brief personal pitch, your next step is to request an informational interview. See our "[Networking & Informational Interviewing Tips](#)" handout for more details.

For other tips & questions contact the CEO at career@goucher.edu or visit the CEO website at <https://www.goucher.edu/career-education-office/>