An elevator speech is a brief introduction (about 30 seconds or 150 words) that communicates who you are, your professional goals and what you have to offer a potential employer or organization.

It is your chance to present yourself in an interesting and memorable way. Since it is your first opportunity to make a lasting first impression, it is important to take time to craft a memorable speech that showcases your unique skills and purpose.

**ELEVATOR SPEECH “QUICK” FORMULA**

To begin, ask yourself, what am I trying to achieve with this elevator speech? Then, begin to write your speech.

1. **Begin with an introduction.** My name is _____________. I am a student at UTSA College of Business majoring in _____________.

2. **Write a single sentence that describes what you do or want to do.** Be specific, the key is to give some insight into both your approach and the type of value you deliver.

3. **Describe your experience and/or a skill you have developed that make you a strong candidate for the role.** Write one or two sentences that describe your experience/skills. Be specific and brief – the key is to differentiate yourself and to be memorable. Consider including:
   - **Your experience**: employment, internships, volunteer work, academic projects
   - **Your accomplishments**: awards and certifications
   - **Your strengths**: what feedback or compliments have you received on your performance or participation?
   - **Your transferable skills**: things like organization, communication, research, planning, problem-solving, human relations
   - **Your professional interests**: clubs, professional organizations

4. **Create a call to action.** To create a strong call to action, have a specific ask in mind. Consider the following questions:
   - What would you like them to do for you?
   - What are you trying to achieve?
   - Are you trying to build your network?
   - Obtain a job or internship, learn more about a specific company?

5. **What are the questions you can expect to receive from your elevator speech?** Anticipate the questions so you can move the conversation along.
Hi, my name is Maria Garcia. I’m a masters student at UTSA studying Data Analytics. I became interested in big data at a national security case competition. I participate in research projects with my professors, where I have used Python and Tableau. My long term goal is to help organizations manage their data assets and find the best ways to surface insights from the data. Do you have any advice for me?

I’m Jaxon Smith, a current UTSA Master’s of Business student with a bachelor’s degree in English. I work as a freelance copywriter for local businesses and nonprofits, and a movie critic for the Huffington Post. My recent review of The Favorite received 52,000 shares on Twitter. Perhaps you’ve come across it? I’m looking to transition this experience to use in a marketing department. Do you have any positions in your company that might fit my expertise?

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