30 - Second Elevator Pitch

Hispanic Students Business Association (HSBA)

California State University, Long Beach

"Foster Academic, Networking, and Professional Skills"

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Richard Coronado

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Background

Coined by Ilene Rosenzweig and Michael Caruso (While Editors of Vanity Fair)

The term itself comes from a scenario of an accidental meeting with someone important in the elevator.

If the conversation inside the elevator is interesting and value-adding, the conversation will continue after the elevator ride.

Exchange of business cards or a scheduled meeting.

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30 – Second Elevator Pitch

You should be able to reel off your elevator pitch at any time.

Examples:

- Casual Conversation and Networking
- Interview (Career or Professional)
- Phone Call (Warm or Cold)
- Email

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Crafting your Pitch

A good pitch should answer THREE questions:

1. Who are you?
2. What do you do?
3. What are you looking for?

Play the "Student" Card

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Crafting your Pitch

1. **Clarify your target.** As Abraham Lincoln famously said, “If we knew where we are, and whither we are going, we could better judge what to do, and how to do it.”

2. **Put it on paper.** Write down everything you’d want your audience to know about you.

3. **Format It.** Grab a red pen and mercilessly ~~delete~~ everything that’s not critical to your pitch.

4. **Tailor the pitch to *them*, not *you*. (Variations)** Using benefit-focused terminology will help convince your audience that you have the experience and skills.

5. **Eliminate industry jargon.**

6. **Read your pitch out loud. PRACTICE.**

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Casual or Phone Pitch

“Hello My Name is Richard Coronado. I am a Technology Business Management Professional with an strong track record in Financial Analysis and Information Technology combined to reduce costs and drive process improvements. My understanding is that your organization is seeking professionals with my background to serve on your Advisory Board. My skill sets would be a great fit and ask if we can schedule some time this week to go over some details.”

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Email Pitch - DON'T DO

I was referred to apply to intern with you as a Marketing assistant by _____. I currently hold the _____ position for the non-profit organization on my school campus, CSULB, called Hispanic Student Business Organization. Attached is my resume with all of the tasks I am in charge of and have completed under this position.

I would make a great addition to your team due to my many qualifications and the contributions I could make to the _____ company. As expected of this internship, my involvement with HSBA among my involvement with another non-profit organization, school, and my part time retail job have helped prepare me and helped me master the skills of organization and time management. I am very ambitious and dedicated to the opportunity for growth that would benefit my future.

This internship would give me the opportunity to contribute my skills by putting them into play in the right environment and contribute highly to my learning as an undergraduate student. I hope to hear back from you!

Email Pitch – Edit Example

Dear Ms. Marketing Lady,

I was referred to you by _____ to apply for your Marketing assistant internship being offered at Marketing-Things Inc.. (Who Are You) I'm currently a Marketing Major at California State University, Long Beach (CSULB) and Marketing officer for the Hispanic Student Business Association (HSBA) a non-profit student organization on campus.

(What Do You Do) My strong track record in website management, marketing, and social media would make a great addition to your team. I am a ambitious and dedicated young professional and (What are you looking for) looking for an opportunity for growth where I may apply my skills.

Attached is my resume for your review. Should you wish to contact me I can be reached at MarketingGoru@gmail.com or at (562)XXX-XXX. I hope to hear back from you!

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Cover Letter Example

Dear Mr. Tootsie Roll,

I am writing in application for the Sr. Chocolate Monkey Analyst position being offered at Tootsie Roll Inc. (Who Are You) I am a proven multi-faceted professional with experience in operational/financial modeling, budgeting, reporting, auditing; with strong attention to detail.

(What do you do) My strong track record and leadership is reflected upon my ability to be an adaptive and diplomatic team player with strong problem solving, communication and interpersonal skills. (What are you looking for) I am applying for the position of Sr. Chocolate Monkey Analyst because I believe it is a position for which I am well-suited, given the background I have gained through my education, internships, and work experience.

It is my desire at this time to continue to pursue the Sr. Chocolate Monkey Analyst. Should you wish to contact me I can be reached at ChocolateMonkey@gmail.com or at (310)XXX-XXX.

Thank you for your time and consideration

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10 Words of Wisdom

“The things you don't have to do are the ones that will give you the biggest return on your investment.” - Dr. Tom Rhoads

1. Make Mistakes NOW
2. Follow-up within 24 hours
3. Send THANK YOU Cards
4. Buy a Nice Suit and Watch
5. Keep Your Word
6. Guard Your Resume Like Golden Eggs
7. Your Personal Brand is Key to Your Success
8. BE Proactive, NOT Reactive
9. Pay it forward
10. Get off your ass and

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Questions and Answers (Q&A)

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Contact Information

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Website: RichardCoronado.com
LinkedIn: linkedin.com/in/r10Coronado

Resources: http://www.richardcoronado.com/csulbcareertalks.html

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