



CAREER SERVICES

30 Second Pitch Worksheet

(304) 696-2370 | career-services@marshall.edu

Imagine stepping into an elevator in an office building. You step in, and the person next to you says, “Hi, I am a recruiter at your dream company. Tell me about yourself.”

Are you prepared for this opportunity?

Use this simple worksheet to develop a strong and effective 30-Second Pitch.

Know yourself.

What about your college major, internships, part-time jobs, or volunteer experiences provided you with relevant experience to do what you hope to do?

List them here:

- 1.
- 2.
- 3.
- 4.

What are your strongest skills?

- 1.
- 2.
- 3.
- 4.

What are your strengths and passions, career wise?

- 1.
- 2.
- 3.
- 4.

What career opportunities or industries are you pursuing now?

- 1.
- 2.
- 3.

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Create your pitch

Your goal is to simply introduce yourself: Name, school attended, major and current workplace.

Next, you want to leverage or highlight your skills listed earlier and focus them in a meaningful way to the person you are talking with. What can you say that will make a recruiter remember you or someone you contact want to know more about you?

Next is the action step. This part of your pitch lets the other person know what you are interested in, not in a pushy way, but a confident way. Be forthright that you are looking for a career opportunity.

Focus the communication exchange on the event at hand such as a career fair, conference, meeting or networking event. The goal is to maintain a conversational tone. Keep each conversation a unique interaction.

Example Pitch:

“Hi, I’m Natalie Burns. I will be receiving my BBA in Accounting in May from Marshall, and I interned last summer at Dixon-Hughes in Assurance practice. I participated in the firm’s community service project in southern West Virginia, which was an incredible experience. I am also the vice president of MU’s business fraternity. I am currently seeking an auditor position in the Tri-State area, which is why I am attending the career fair.”

Draft your Pitch Here:

Consider your body language

Remember, it takes 7 seconds to make 11 impressions about you! You might be confident, passionate and serious about what you are saying, but your body and clothing might send a different message. IMAGE MATTERS!

Posture

Facial Expression

Eye Contact

Clothing

Volume and Tone

Handshake

Practice, Practice, Practice

Get comfortable and confident. Your goal is to be natural. Use Interview Stream online at www.marshall.edu/career-services to video yourself. Try your pitch on others that you trust to give you good feedback. You will get more and more comfortable talking about yourself.

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