



OFFICE OF
CAREER EDUCATION

30 Second Pitch Worksheet

1681 5th Avenue | (304) 696-2370 | career@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. | 3. |
| 2. | 4. |

What are your strongest skills?

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

What are your strengths and passions, career wise?

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

What career opportunities or industries are you pursuing now?

- 1.
- 2.
- 3.

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 BS in Dietetics in May from Marshall. I interned last summer at the VA Medical Center. I gained experience in assessing the nutritional requirements of patients, planning and implementing nutritional care plans, and evaluating the effectiveness of the plans on patients’ nutritional status. I am a member the Academy of Nutrition and Dietetics. I am currently seeking an internship 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 Big Interview online 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.