



How is your elevator pitch? Let's start with the basics.

### What is an elevator pitch?

An elevator pitch is a short story about who you are and what you do. It should draw interest in your company and be about 20-30 seconds in length. The elevator pitch is not just for those recruiting, it should be a part of your culture. Once your team knows it, they will be able to share it.



### So, why do you need one?

Think of it as a billboard for your company. You have a small moment to capture someone's attention. A great elevator pitch can do this and is the first step in recruiting employees.

### And when should you use your elevator pitch?

At recruiting events, on your website, phone calls with prospective employees.

### How do you create one?

1. Identify yourself as a company.
2. Briefly explain what you do.
3. Tell them what makes you unique.
4. Bring it all together and ask a question.



### Do's:

- Do Be short and sweet
- Do Highlight what makes you stand out
- Do Practice your elevator pitch
- Do Get excited about what you are saying

### Don'ts:

- Don't try to be too cute or funny
- Don't try to tell the entire story of your company

### Let us give you an example to get started:

At Make Believe School Bus Lines we don't just drive students to and from school. We drive future politicians to their first debate, scientists to their first conference, and athletes to career-making games. You may even be lucky enough to have a future president or astronaut on board with you. That is because at Make Believe School Bus Lines each and every trip is a chance to help inspire and motivate the next generation! Our team is devoted to making sure that each student arrives safely and is ready to learn. If you are looking to make an inspiring career change yourself, come join our team and start driving toward a brighter future.

So now that you have the tools you need, take the first step to recruitment, and get started on your elevator pitch.