



30 Second Pitch

What is it?

One of the keys to successful interviewing and networking is to make a strong first impression. One of the first opportunities to make this impression is often in response to the question “Tell me about yourself.” The answer is your personal “pitch” or “commercial.” It is essentially an overview of your experience, skills, strengths, accomplishments and goals – all in 30 seconds or less!

When will I use it?

You will use your 30 second pitch throughout your professional life. Some relevant uses include:

- At an interview
- In a cover letter –to highlight your background and key abilities.
- At professional networking events – when you are asked to introduce yourself.
- In cold calling employers for an internship or future job.
- When introducing yourself to a potential employer at a career fair.

What should I include in my 30 second pitch?

The structure of a 30 second pitch generally follows this similar pattern:

1. Introduce yourself, if appropriate.
 2. Discuss your education and relevant experiences.
 3. State a strength or skill in which they would be interested.
 4. Follow that with an accomplishment (or two) that proves you have that skill. It can be related to school, work, a volunteer experience, an activity (like Eagle Scout), etc.
 5. Describe your employment goal. What are you looking for now and/or in the future?
 6. Most importantly, tell how you can immediately benefit the company.
- Write a summary of what you want people to know about you that can be delivered in less than 30 seconds.
 - Make it upbeat and concise; who you are, what you do, what you’re looking for.
 - Share basic information about yourself and your career interests.
 - A good pitch makes your heart race. Show the fire in your belly and your passion to succeed.

Sample 30-Second Pitches:

Hello, I’m Carrie Jones. I’m a senior here at UT Arlington and I am majoring in English. I am very interested in a marketing career. As you can see on my resume, I just completed an internship in the Marketing Division of ABC Company in Dallas. I’ve also taken some courses in business marketing. I’m interested in talking with you about marketing opportunities with your organization.

Hello, my name is Jack Johnson and I am graduating this December with a degree in Psychology. I am interested in Sports Administration. I am on several campus committees devoted to promoting and producing sporting events, both intercollegiate and intramural. My ultimate goal would be to land in sports marketing and sponsorship sales, but I am also interested in other areas.

If it helps to write things out, use this space to write your 30 Second Pitch before you practice with employers. Remember to convey who you are, why you are calling, and what you can offer.
