

## Radical Pitch!

Tips to help you create the perfect pitch!

Practice makes perfect  
Use our helpful pitch template to get started:

A good elevator pitch summarizes who you are and what you do, while clearly communicating what value you bring to an organization—this should take place all in around 30 seconds.

1. <b>Who</b> – Introduce yourself, give a brief overview of background. Keep the intro simple and concise.	“Hi! my name is,”	
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Name

2. <b>What</b> - Describe your background how it solves a problem that would appeal to your future employer.	“I have spent the last”		
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Years

What - describe

3. <b>Why</b> – It’s all about the benefit you provide. How are you going to make them a better company/provide a better solution/help them generate more revenue/make the world a better place/make their employees more productive, etc.	“I do this by”	
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Unique value or selling proposition

4. <b>How</b> - What sets you apart from the competition? Explain how only you can do what you do. Showcase data or results you’ve achieved. Why should the company want to hire you? What sets you apart from other candidates?	
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Soft skill/hard skill/specialized experience (sell yourself!)

Here is a reference article, [“The Perfect Elevator Pitch to Land a Job”](#)

Sample Elevator Pitches:

*“According to the [Institute of Coaching](#), over 70% of people reported improved work performance, relationships and more effective communication skills from coaching. Hi, I’m Melanie Vargas, Founder & CEO at Radical Ignition. My successful track record working with hundreds of technology organizations in my consulting career gives me a great perspective as a facilitator and a coach. I am passionate about transformation and achieving results and have worked with many longtime CEOs, prior leaders, founders, and first time CEOs. What really sets me apart is my experience. For the last 25 years, I have been creating pathways for leaders and teams to be successful. I have a wealth of knowledge and expertise that helps my clients run their companies more effectively.”*

*“After five years of working in corporate marketing and social media, I’ve decided to embrace my inner entrepreneur and start my own company. My company’s mission is providing no-nonsense, data-driven metrics that our clients can take and use right away in their day-to-day business. I want to provide big company expertise for small business owners.”*

*“I’m a nurse-practitioner with more than 15 years of experience in patient care. With the challenges of working in healthcare, I know that patients often feel ignored or hustled through, so I’ve made it a priority in my career to make sure that every patient is heard, and gets the highest standards of care.”*

*“I am a human resources professional with over 25 years of tech industry experience track record in helping to identify and recruit top-level talent into management.”*

*Hi! I’m \_\_\_\_\_. I am an effective and influential manager with 20 years’ experience building educational programs that wow the public and inspire curiosity and a desire to better understand living animals. Over the past five years I have dedicated myself to building my leadership powers, and developing a strategic, global sense of organizational structure. I am eager to take the role of Executive Director and help the Environmental Service Center grow and face change head on.*

Use this section below to write your elevator pitch script or make notes: