

CareerGrowth Group



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Dear Successful Career Professionals

Do you have a well rehearsed and concise Elevator Pitch? An Elevator Pitch by any other name could be called a 2-minute pitch, 30 second pitch, etc. It is an essential tool to have for all successful career professionals.

Why do you need to have an Elevator Pitch? The Elevator Pitch is the equivalent of a verbal branding statement. It is the way we respond to the question “what do you do?” “What kind of services does your provide, etc?” It is your own self-promotion tool to let others understand what makes your services valuable to them. It should be a clear concise statement of your assets and strengths. It is the way you introduce yourself at a networking event where you want to make professional contacts, to make the best possible impression, and to be memorable in a positive way. Sharing your Elevator Pitch provides your introduction into other business, industry, and social contacts.

There are four key elements of the Elevator Pitch. Start out by defining your career, let others know what you do that you are so passionate about. Raise your career profile by revealing your reputation and why you are an important player in your particular field. After establishing who you are it is time to move into selling your service. How can you help them? Discuss how your services can be important and useful to the person’s needs. Be sure to ask for a call to action on the part of the other person present.

Start your Elevator Pitch with a core statement and then create a way to develop a rapport with the person or audience with whom you are trying to connect. Be sure to make the best possible impression. Make your content easily memorable.

Want some help preparing or perfecting your own Elevator Pitch? If you would like to sit down and discuss this please don’t hesitate to take that next step and give me a call to set up a meeting.

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About Beverly R. Daniel: Beverly Daniel is a career counselor / coach, who helps career professionals move successfully from one level of their careers to another. This can include assessments and evaluations about career choices, strategic planning for career moves, navigating in corporate structures, or moving from corporate to self-employment, or entrepreneurship. She works with lawyers, banking executives, marketing professionals, among others in all functions and industries. Beverly has been in the executive search and career-counseling field for 29 years. She holds a BS and MS in Psychological Counseling from Boston University. She holds an MBA in Management from New York University. Beverly studied for a Ph.D. in Clinical Psychology at Case Western Reserve University.

