

## CRAFT YOUR PERSONAL PITCH

### Think of your pitch in three parts:

1. Who are you? Remember that your primary goal is simply to introduce yourself. Share your name and place yourself in context by explaining what school you attend, what you're studying or where you currently work/intern.

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2. What are your major accomplishments/interests/unique skills/strengths? Leverage the skills you listed earlier and frame them in a way that is meaningful to a potential employer or networking contact. What can you say that will make a recruiter remember you or a networking contact want to know more about you?

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3. What do you want? Where are you going? This is the part of your pitch that lets the other person know what you're looking for and the topic you're interested in talking about. Be forthright (but not aggressive) about what you are looking for (e.g. internship/job). Finally, be sure to tailor your delivery to the circumstances of the moment: the goal is to maintain a conversational tone and not sound rehearsed. Think of the above elements as "sound bites" that you can mix, match and cater to each unique interaction.

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**Examples:**

“Hello, my name is Natasha Brown. I am a Master of Public Health student with a concentration in Epidemiology. In addition to my coursework, I worked as a research assistant under a faculty mentor in the area of infectious disease control. As a research assistant, I developed solid skills in data analysis and reporting and was introduced to the process of clinical research trials looking at Tuberculosis. A career goal of mine is to continue to develop clinical trials at a leading academic hospital.”

“My name is Cindy Lui and I am currently a first year student in the Law School. I have just begun my search for a meaningful law-related job for my upcoming 1L summer. I am from Manchester, New Hampshire so I have a mid-sized city background. I grew up in a family where entrepreneurial spirit and risk taking were highly valued, and I anticipate that I will thrive to a greater degree at a smaller law firm with strong growth aspirations than I would at a larger and more established law firm. Do you have any recommendations of organizations I should consider?”

“Hi, my name is Marcos Sanchez. I am a graduate student study English at George Mason and I am pursuing a creative career. I’m really active with several organizations on campus, helping them design their websites. I’m also a big advocate of social media and have helped some nonprofit organizations create their Facebook fan pages. I am looking for advice on how to transition from freelance gigs to a permanent job.”