How to Introduce Yourself to Employers in 60 Seconds
“Elevator Speech”

You step into the career fair and make your way toward a representative from the top-ranked company on your job-search list. What can you say and do during the next 60 seconds to make this recruiter want to explore hiring you? Hit them with your one-minute introduction!

**Follow the formula**
Use the following formula to build your 60-second introduction:

- Name
- Class (senior, junior, sophomore)
- Major
- Opportunities that you are seeking
- Relevant experience (work, internship, volunteer work)
- Highlights of skills and strengths
- Knowledge of the company

Tailor your introduction to each employer you approach based on research and knowledge of each company. (Here’s where to start: Get a list of employers attending the career fair from your career center, and check out their websites for information about products, services, and opportunities.)

**Practice to perfection**
Practice your introduction so that you can move on to the important next step—the interview. Add positive nonverbal communications—eye contact, facial expressions, body language, and posture. Practice with a mirror, a friend, and/or a career services staff member.

**Ask a great question**
Next, make yourself memorable by asking a question about the company. (These questions are based on information you’ve found in your research.)

- “Could you tell me more about the new (product) you are developing?”
- “Could you tell me more about your financial management training program?”
- “What type of projects do your interns work on?”

Avoid the following:

- Asking what the company does;
- Asking if the company has any jobs; and
- When asked what type of position you are seeking, saying you would be willing to do anything at the company.

Courtesy of the [National Association of Colleges and Employers](https://www.naceweb.org).