

# Tell me about yourself...



Widener  
University



## What is an elevator pitch?

Sometimes called a 30 second commercial, it's an opportunity to introduce a person, product, or idea. It needs to be targeted, concise, meaningful, and brief to deliver in the amount of time it would take to ride an elevator with a client or employer.

If your pitch is successful, it should inspire your audience to speak with you further.

***In an interview, this is often addressed with the opening question: Tell me about yourself.***

## Quick Tips:

- Know your audience and tailor your response to them
- Convey what you want and WHY you want it. (*What is your mission?*)
- Try writing out your pitch first. It should be about 60 to 150 words. Write how you speak.
- If possible, include a short personal story.
- Be professional, but not overly proper. Speak naturally.
- PRACTICE
- Smile
- PRACTICE!
- PRACTICE!!



## Preparation Questions – Answer these before preparing your pitch.

1. Who is your audience? Where do they work? What is their role?
2. Why are you interested in connecting with this audience? What do you hope will happen?
3. What pieces of your background are important to share with your audience?
4. How will you show an understanding of your audience?
5. What fields are you in or interested in?
6. What makes you unique? (Think about accomplishments, strengths, skills, interests, passions)
7. How does your answer to number 6 benefit the interviewer? Make the link for them.

## LINKS AND RESOURCES

[What to say when a job interviewer says, 'Tell me about yourself'](#)

[The Balance: Elevator Pitch Examples and Writing Tips](#)

[The Interview Guys: How to Answer "Tell Me About Yourself" the Best Way](#)

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