

# Explore the World of Work Action Step:

## Create Your Professional Pitch

You are the solution to some need in the world. How do you tell someone in 30 seconds?

Success comes when you position your talents in relation to needs in the marketplace. Your professional pitch expresses where you fit in the marketplace and entices your listener to want to hear more. Your pitch ideally leads to more conversation with your listener so they can help you get where you want to go.

This 30-second pitch is your personal advertisement. Start with who you are, what you are studying and what type of job or work interests you. Emphasize what kinds of problems you want to solve in the world of work or what you help people or businesses do. Use classroom, internship or work examples to illustrate your strengths. Identify the value you would bring to the company/industry based on related past accomplishments.

Your pitch is a response to the request, “Tell me about yourself,” and should engage your listener.

Your pitch is not really a speech because it takes place in the context of a conversation. In one conversation, you may be looking for contacts; in another, seeking opinions; in another, telling a hiring manager about yourself. So, adapt your pitch to your audience and conversation accordingly.

### Tips

- 1 Practice your pitch until it becomes natural.** Practice everywhere, with everyone, anytime. Use it at networking events, when meeting new people, in interviews and any time you are asked, “What do you do?”
- 2 Adapt it to your listener and the situation.** The point is to connect with your listener, so keep your pitch conversational rather than delivering a memorized speech.
- 3 Always ask about opportunities and connections.** Remember to ask who you should talk to next and ask your listener to help you in specific ways that do not require too much effort on their part.
- 4 Your pitch can and should evolve.** Keep working on it until you think it resonates with the majority of your listeners.

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## Career Cycle

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### Sample Pitch Script

**I'm a...** [describe yourself using active wording]

*Example: I am a junior at UB majoring in Marketing.*

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**and have achieved success and experience in...** [your specialty]

*Example: In my recent internship at XYZ Company, I found that I am especially good at predicting market response to innovative technology products because I've been into techie toys ever since I was a kid.*

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**I am interested in or skilled in...** [list specific skills]

*Example: I am interested in marketing technology products to young consumers like me.*

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**which allows me to achieve...** [list specific results]

*Example: These skills allow me to help a company become more successful in its technology sales.*

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**My most recent accomplishments have been...**

*Example: In my last marketing class, our team designed a marketing campaign for a local sports equipment company and we won first prize for innovation. I contributed to our success through thinking like the consumer, something I excel at.*

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**I am looking for opportunities to...**

*Example: I would like to meet contacts in technology companies near Baltimore such as ABC and XYZ to learn more about how I can put my skills into practice. Can you suggest anyone I should meet?*

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