



PERSONAL PITCH:

The answer to the question “Tell me about yourself” during a job interview

The Personal pitch is a 30-second to 2-minute long “infomercial” about you containing the most important and relevant information you want the interviewer to know. In addition to job interviews, you may need to use this pitch at networking events, career fairs, or other situations where you meet a potential contact. You might think of the pitch as an oral cover letter, explaining why you are a fit for the position to which you are applying.

To prepare your pitch, you must know:

- What skills and characteristics you can offer the organization / industry
- What the interviewer seeks in a candidate
- Your unique advantage or personal story that sets you apart from other candidates

Your pitch should include:

- Your name, school and major
- Your career objective
- A brief background of key *relevant* experiences which help explain your qualifications for the job (i.e., 3-5 selling points/accomplishments); tie in the skills gained from these experiences to how they will allow you to contribute to the organization
- Why you are interested in that field, that position, and that specific organization

Tips for success with your personal pitch:

DO:

- PRACTICE!
- Sound confident and natural
- Connect your experience with the listener’s needs
- Allow your personality to show through in your speech
- Maintain eye contact
- Give concrete examples and context to your speech
- Display your passion for the field

DON’T:

- Use a canned or generic speech—make it your own
- Include overly personal details about your family, your hobbies, your hometown, etc.
- Ramble—be succinct
- Use excessive industry jargon
- Ignore your listener’s non-verbal cues
- Be afraid to have several versions for different situations