**Elevator Pitch Worksheet**

**1. WHO: Describe** **who** you are:

*E.g., "I’m a Graphic Design student who recently moved here from Alberta."*

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**2. WHAT:**  Describe **what** you do or what value you bring:

*E.g., "I’m learning to work with clients to create advertisements which are both eye-catching and functional."*

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**3. WHY:** Describe why you are **unique**. What do you do that is different or better than other people:

*E.g., "I like to manipulate lines, curves, colors and texture to create a desired look and mood."*

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**4. GOAL:**  Describe your immediate **goal(s)** in a concrete, defined and realistic manner:

*E.g., “I am hoping that after graduation I will be able to secure an internship with an agency here in Toronto.”*

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**5. START A CONVERSATION:** Ask the new contact about themself:

*E.g., “I’d love to hear about what aspects of design excite you!”*

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**PUT IT ALL TOGETHER HERE, then rehearse and adjust it until it is no longer than 15 seconds.**

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