

# Professionally Introducing Yourself

Having a short, polished and accessible summary of who you are is an important tool in the professional world. Often referred to as an 'elevator pitch,' the goal of introducing yourself is to create a memorable and positive first impression while opening the door to more conversation.

## You may use it:

- Introducing yourself to a recruiter at a career fair
- Meeting someone new in an elevator at your internship office
- Writing the "About Me" section of your LinkedIn profile
- Answering the "Tell me about yourself question" in an interview

## Things to consider:

- Who is your audience?
- What is your objective?
- What is your environment?
- How long do you have?

Non-verbal body language: SOLER: (S) sit/stand squarely with the individual you are talking with; (O) maintain an open posture; (L) lean in to show interest and engagement; (E) maintain appropriate levels of eye contact; (R) relax and enjoy the experience. Don't forget to **smile** and begin and end the conversation with a firm **handshake**.

## Questions to think about:

- What is your career goal? What issues do you care about?
- What skills/qualities/attributes have you learned through your collegiate experiences that would be transferrable to this line of work?
- What two accomplishments have given you the most satisfaction?
- How can you immediately benefit the company?

## General Example:

Hello, my name is Mary Jones. I am currently a sophomore student attending Elon University. I am pursuing a major in marketing and a minor in art. Currently, I am volunteering with the financial literacy student club where I am learning a lot about business and team communication.

Last summer I completed an internship with The Museum of Modern Art, and I am seeking an internship in finance this summer in the Boston area. I have always had an interest in art, and I'm also finding that I have a knack for business. In the future, I'm hoping to combine these two very different disciplines and find a career that includes them both. I know that your office is currently seeking an intern this coming summer, and I would be interested in learning a little more. Do you have time over the next two weeks to schedule a quick phone conversation?

**BRAINSTORM: WHAT MAKES YOU STAND OUT?**

Skill	Example	Result	How Does This Apply to The Workplace?