Student Worksheet: Developing My Personal Pitch

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Step 1: Key Points to Include in My Pitch

Your pitch should briefly introduce who you are and why you are valuable. Think of it as a short career introduction that highlights:  
- Your skills: What are you really good at?  
- Your values: What motivates you?  
- Your career direction: Where are you heading or what are you looking for?

Write 2–3 key points that you want to highlight about yourself:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

💡 Example: “I’m a marketing student passionate about digital storytelling. I’m skilled at creating engaging social media content and I’m looking for opportunities to apply these skills in the creative industries.”

# Step 2: Conversation Starters

When meeting someone new, you often need a sentence to start the conversation. A good starter is friendly, relevant, and professional. Think about:  
- How you might introduce yourself in a networking event.  
- What common ground you could establish.  
- How to smoothly transition into your pitch.

Possible conversation starters I might use are:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

💡 Examples:  
- “I really enjoyed the panel on digital transformation — what was your main takeaway?”  
- “I noticed you work in aviation. I’m studying logistics and would love to hear more about your role.”

# Step 3: Topics for Small Talk

Small talk builds connection before you jump into your pitch. Choose safe, comfortable topics that you enjoy discussing:  
- General interests (books, travel, sports, hobbies).  
- Professional themes (innovation, teamwork, leadership).  
- Current but positive news.

Topics I feel comfortable discussing are:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

💡 Examples:  
- “I’m passionate about sustainability and like to discuss new green initiatives.”  
- “I enjoy team sports — they’ve taught me a lot about leadership and collaboration.”

# Step 4: Draft My Elevator Pitch

Now combine your points into a short, 30–60 second pitch. Your pitch should answer:  
- What value do you bring? (skills & strengths)  
- What drives you? (values, interests)  
- Who do you want to help/serve? (target audience, industry, or role)  
- What’s your purpose or impact? (the difference you want to make)

Draft of my elevator pitch:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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💡 Example Pitch:  
“I’m Anna, a final-year business student with strong skills in project management and teamwork. I value integrity and making a difference, and I’m driven by challenges that push me to grow. I’m seeking opportunities in consulting, where I can use my problem-solving skills to help organizations improve their processes and create positive change.”

# Step 5: Final Version of My Pitch

After drafting, test your pitch with a friend, mentor, or coach. Ask for feedback: Was it clear? Memorable? Authentic? Then refine it.

My final elevator pitch:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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✨ Tip: Practice until it feels natural. Your pitch should sound like you — confident, authentic, and memorable, not like a script.