



DEVELOPING YOUR PITCH

When developing your pitch, ask yourself:

“What is the most important thing that I want the employer to know about me?”

Break your pitch down into 4 parts:

1. Opening Statement:

The opening of the pitch should be a *positioning* statement. It should focus on the field you are hoping to work in. For example, “I’m a Health & Safety Specialist.”

2. Follow Up Statement:

The pitch should then include the *second* most important thing you want the employer to know. This statement should separate you from all the other candidates, such as, “with 10 years of front-line and 5 years of supervisory experience.”

3. Statement of Accomplishment:

The third element of the pitch is a statement of accomplishment – one thing you did well and can give an example of. Avoid too much detail. Details can wait for an actual job interview. Example: “My experience includes safety planning and scheduling. I wrote a successful work safety plan for my division.”

4. Final Statement:

The final statement in the pitch can be something like; “I’m excited about talking to you today (or someone who is hiring) because of the strong work safety component of your business.”

TIP:

It is a very good idea to practice your pitch out loud, in front of a mirror. Only you will see you. Better still, a few practices with a partner, spouse, or close friend will help enormously.