

DEVELOPING YOUR PITCH

Talking about yourself is one of the hardest things you can ever do, especially in a job interview or applying for work. In this handout, you will learn how to develop a pitch that capture who you are and what your future aspirations are.



WHY?

This framework is designed to help you answer those difficult questions and moments when you are asked:

"Tell me about yourself."

"Please introduce yourself."

"Where are you from?"



COMMUNICATION IS KEY

First impressions are so important, and this is why developing a pitch is vital for students. When you communicate clearly, it demonstrates that you have confidence, and people are drawn towards confidence in the workplace, especially for part-time work and work experiences.

MATCH YOUR PITCH

Before we go about writing our pitch, we need to match our pitch to our desired goal.

For what purpose do you want to use your pitch? Do you want to develop it for work experience? Gain a casual job? Or introduce your self for an informational interview? Take a moment to write down your purpose for the pitch.

WHAT WILL I USE MY PITCH FOR?

PITCH FRAMEWORK

Over the next page, you will find the framework for the PITCH. Remember that your pitch is for you only, no one else. It is tailored to you and no one else.



PITCH GUIDELINES

PROFESSIONAL

Professional language is critical when developing your pitch. You must use appropriate language for the person you are speaking with.

INTERESTING & INDIVIDUAL

Make it attractive to your audience and individualistic to you. You don't want to say something that is generic. You want to demonstrate your personality in the delivery.



TIME

You want your pitch to be about 30 seconds long, no longer. The last thing you want is to bore someone, keep it quick and to the point.



CLEAR COMMUNICATION

Keep your communication clear and concise, demonstrating an ability to communicate with clarity is a huge skill. Slow your speech down! One of the key giveaways, when someone is nervous, is the rate at which they talk. A calm, clear pace demonstrates confidence.



HONEST

Just like a resume, you never want to lie and bend the truth. Speak from the heart and share the truth about who you are, your skills and vision.

STEP 1 - WHO

Who are you? This is the key moment to introduce your name and school or university. For example:

"Hi my name is Sarah, I'm a Year 12 student at Australian College"

STEP 2 - SKILLS

Share your two best skills that are relevant to the goal that you established earlier. For example, if you want to gain a casual employment position in a cafe, your best two skills would be customer service and teamwork.

For example:

"I have transferable skills in customer service and teamwork."

STEP 3 - BACKGROUND

Now you need to share how you developed these two skills. Just like your resume, you always want to share how you developed your skills.

For example:

"I have developed these through my experience and involvement with team-sport and the coffee shop and canteen volunteering at my school."

STEP 4 - FUTURE FOCUS

This is the most important part because you link your pitch to your goal. Sharing what you want and why. For example:

"I'm looking for casual employment in your cafe and feel that my interest in the hospitality industry mixed with my skills in customer service and teamwork make me an ideal candidate."

FULL EXAMPLE

Hi my name is Sarah, I'm a Year 12 student at the Australian College

"I have transferable skills in customer service and teamwork

I have developed these through my experience and involvement with team-sport and the coffee shop and canteen volunteering at my school

I'm looking for casual employment in your cafe and feel that my interest in the hospitality industry mixed with my skills in customer service and teamwork make me an ideal candidate."



PRACTICE

Practice, practice! Consider filming yourself completing the pitch. This will allow you to receive instant feedback and hear how you sound directly. Practice on your family and even your pets! Once you feel comfortable, it is time to step into the real world and deliver it!

NEXT STEPS

Step out into the world and start using your pitch. If you want to use the pitch as a way to gain employment or work experience, you will need to visit the business and deliver your pitch. You can use the framework over the phone or in an email if you need to.

Whatever your setting make sure you thank the person that you are speaking with for their time and the chance to listen to what you have to say.

