



SOUND BYTE / ELEVATOR SPEECH

What is it?

This is your response, when you are in a job search, to the questions, "What do you do?", "What kind of job are you looking for?" and "How are you?" It is your self-introduction for any kind of networking activity and for introducing yourself to a potential new networking contact. It might even be used to answer the common interview question, "Tell me about yourself."

What should be included in a sound byte?

- Your name unless your listener already knows you
- Your connection to the person you are speaking with -- optional depending on the situation
- A summary sentence or two about your work role and industry, job title(s), work history including key responsibilities, typical customers/clients, skills and/or education as it relates to work
- A sentence or two to mention an accomplishment or key skills/strengths
- A sentence to explain what you want to do next, careerwise
- You may decide to elaborate on one or more of the above, depending on the listener's familiarity with your past or future occupation or industry.
- The kinds of contacts you would like to be referred to or specific requests of the person to whom you are speaking -- optional, depending on the situation.

Examples

At a networking event--

My name is Morgan Johnson. I have been doing IT support for seven years and before that did software programming. I have a bachelor's degree in Information Systems and have worked in a variety of industries. One of my claims to fame is that I alone planned, set up and supported all computer applications for a small sales, distribution and graphic arts company when their 27 employees moved to a new building. I would like my next position to be in IT consulting.

Targeted networking contact you initiate--

I am Jamie George. My cousin, Tanner George, suggested I contact you. I am a mid-level project manager in commercial real estate and have been in this industry for twenty years. I would like to use my skills and knowledge in the hotel or retail industry. My special expertise is in market research and real estate contract management. Would you be willing to give me 30 minutes, either in person or on the phone, to ask you some questions about your industry? I would like to get your opinion about how transferable my skills and experience are to the hospitality industry's new-site-development kind of work.



Chance acquaintance meeting at church, in a bar, or in your neighborhood--

(When asked how you are--) I am fine. I am in a job search right now--looking for a social service position, maybe working with senior citizens. As you may remember, I have managed volunteers in a nursing home and done other social service work over the last ten years. If you can think of anyone who works with the elderly, I would really like to talk with them to get ideas of potential work environments involving senior citizens.

To leave a message requesting a networking meeting

Hello, I am Jane Job-Seeker and just graduated from CTS with a Ministry degree. I'm looking for an entry-level position where I can use my strategy and market research skills, and the skills that I learned in my e-commerce class. While I was at CTS I worked at (retail: Starbucks, Borders, Home Depot?), so I have experience dealing with customers in a fast-paced environment. I want to bring that all together to help a company be the best in sales and customer service. I found your name through the CTS Alumni Association's Online Directory and would appreciate the opportunity to talk to you about a career and your experience at CTS. Would 15-20 minutes next Tuesday or Thursday morning be convenient for you? Please call me at XXX-XXX-XXXX to let me know the specific time or other times that may be more convenient. You can also reach me by e-mail, jane@gmail.com. Thank you. I look forward to meeting with you.