

## **Today's topics**

- Elevators' pitch
- Personal logline

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## **1. The elevator's pitch**

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## Definition

a short description of an idea, product, company, or oneself that explains the concept in a way such that any listener can understand it in a short period of time.

From wikipedia

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## In a nutshell

What do you answer when a person asks you 'what do you do'?

You need to be able to describe yourself in **30 seconds**

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## Why?

You have to have a way to introduce yourself in a professional setting whether you are doing it:

- It in person
- Online
- At a networking event
- In your LinkedIn profile
- ...

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## Aim

Quickly let others know **in a clear and concise way** what your expertise are, what your greatest accomplishments are

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## Aim

Impress a potential employer  
or a person that is key to your  
future career.

So your pitch should be  
**catchy**

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## Also...

This can be your internal clarity  
marker, your focal point

- you define who you are  
and what you do for  
yourself

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**No rambling please!**

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**Make it short**

- Not longer than 30 seconds to 1 minute

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## How honest?

- Vulnerability makes you more influential
- Honest ≠ apologetic

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## 2. Your logline

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## Starting with a logline

A way that is becoming more and more common to introduce oneself

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## Examples of loglines

[https://www.youtube.com/watch?v=cef35Fk7YD8&list=PLr2v\\_mBHCTbw6nuYfQfSslCSujDAmqcUf](https://www.youtube.com/watch?v=cef35Fk7YD8&list=PLr2v_mBHCTbw6nuYfQfSslCSujDAmqcUf)

<https://www.youtube.com/watch?v=80UVjkcxGmA>

[https://www.ted.com/talks/pam\\_costa\\_reclaiming\\_female\\_sexual\\_desire](https://www.ted.com/talks/pam_costa_reclaiming_female_sexual_desire)

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