

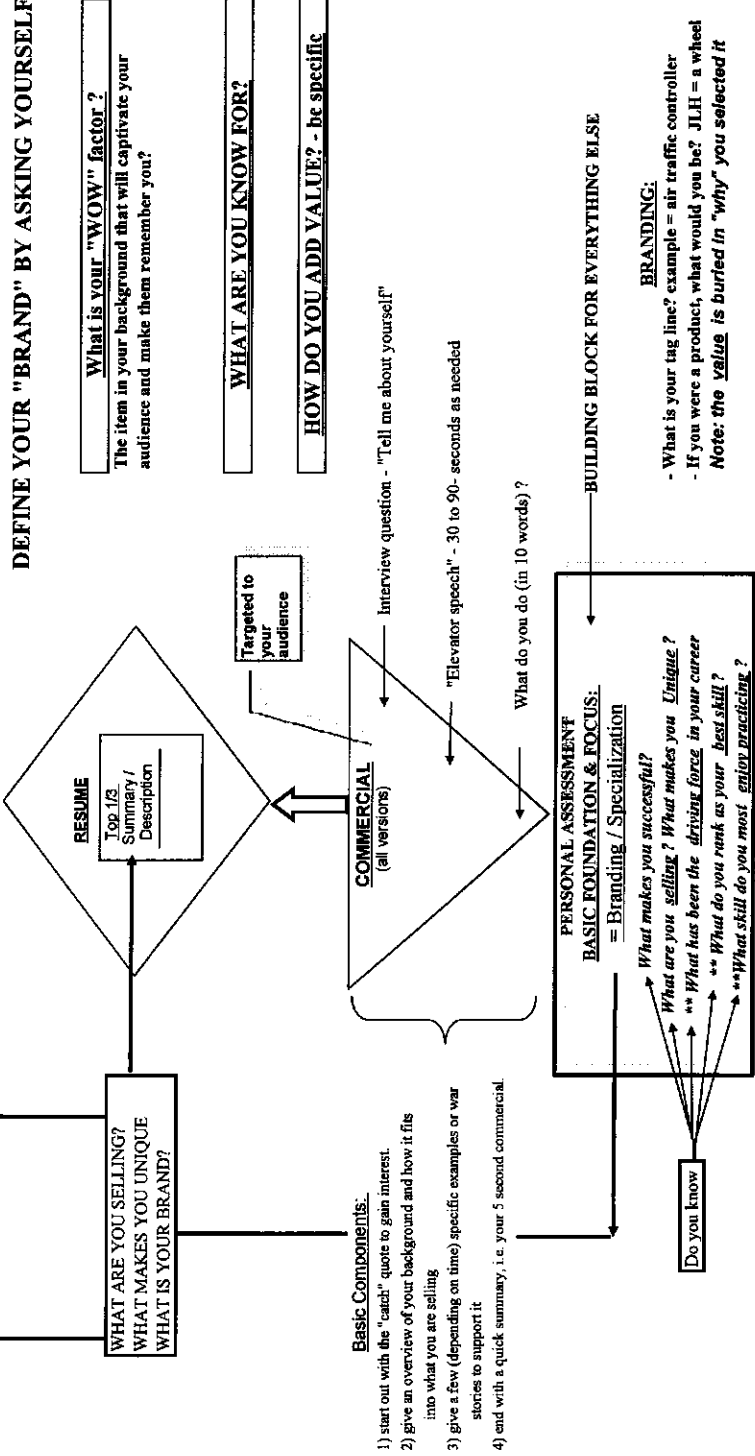
YOUR ELEVATOR PITCH IS MORE THAN "30 SECONDS" OF WORDS

What are you offering?
 In 1 sentence tell me what you do?
 Tell me about yourself?
 Describe yourself to me.
 How do you tell the 70 yr old librarian what you do in a way that she can understand?

What makes you unique - YOUR BRAND?
 What are you offering / marketing?
 What is the one thing that you offer that sets you apart?
 How are you different?
 How are you special?
 What is your brand?
 In what ways are unique?
 What makes your candidacy compelling?
 What are your strengths?
 What special skills have you gained over your career?

Specific Stories / Examples
 What is your biggest strength - support it with an actual experience?
 Tell me a story that supports highlights your ability to do this job?
 What one thing in your career are you most proud of?
 What one thing in your career has most turned you on?
 Describe for me one or two of the most important accomplishments in your career to date.
 Describe a project you initiated and how it turned out.
 What's the greatest honor you've ever had?
 What has been the most satisfying part / experience in your professional career?
 Give me an example of a time you were innovative on the job.
 Tell me about a problem you once had on the job. How did you go about resolving the problem?

THE COMMERCIAL AND BRAND



DEFINE YOUR "BRAND" BY ASKING YOURSELF