

Know How to Tell Your Story

Create your Unique Self Presentation (USP) or Elevator Pitch

This is a brief statement to introduce yourself professionally, let people know what sets you apart from others in your field and what you are interested in.

- The best USP is not only uniquely you, but also specific to the situation.
- It is best to follow your USP with an open ended question so think of one of those.

Identify your Goal

Explain What You Do

Communicate what makes you unique from others who share your profession

Put it together in one succinct statement

Practice