



LAKE FOREST  
COLLEGE

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## Career Milestone Guide: Developing Your Professional Introduction

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The first question in an interview or networking event is often, “Tell me a little bit about yourself.” It can be difficult to describe yourself to a total stranger in just a few sentences. One way to be prepared for these situations is to prepare a 30 second introduction—also known as an “Elevator Speech.” We have outlined the following steps to help you easily craft your own introduction:

- > **WHO.** Describe who you are. What do you want the listener to remember about you?

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- > **WHAT.** Describe what you do. What are you involved in? What are you passionate about? (ie. Clubs/organizations, sports, part time jobs).

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- > **HOW.** Describe how you became interested in your field of study and what impacted you to choose that major or career path?

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- > **WHY.** Describe what makes you unique. Show what makes you different from others.

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- > **GOAL**  
Describe your immediate goal. What do you want to accomplish?

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**Pick a few items from each of the above and put it all together:** See the sample below for an idea of how to craft your introduction.

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### SAMPLE:

“Hi, my name is Boomer and I am a Communication major at Lake Forest College. I am in several groups on campus, including the American Marketing Association, Latinos Unidos and I am also captain of Varsity Women’s Soccer team. My involvement in these organizations has helped me develop my leadership and communication skills. Last semester I completed an internship with a local PR agency and this experience helped me realize that I want to help companies create and promote their brands through social media. Currently, I am looking to find an opportunity in public relations that will allow me to build on the skills I have gained so far.”