

# *Your 30-Second Pitch*

Your 30-second pitch should reveal:

- Who you are
- Your major
- Why you are contacting them
- What you are looking for

Here is an example of what you should do to initiate an *Informational Interview*:

“Hello, my name is John. I was referred to you via the Career Center. I am a business major and am interested in learning more about the accounting field. I wondered if you would have a moment to talk with me about what you do and the field in general.”

Here is an example of what you should do to initiate a conversation with an employer at a *career fair*:

“Hello, my name is Frank. I am a senior at UCR, majoring in Liberal Studies. I had a chance to meet some really interesting parents during my student teaching at Willowbrook Elementary. I saw on your website that [name of school] prides itself on its strong teacher-parent program and hope you can tell me more about that program.”

Construct your own 30-second pitch below:

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