

Your 30-Second Pitch

Whether you're answering “tell me about yourself” in an interview, calling about a job, or chatting to someone at a careers event, having a short pitch ready, means you never get caught off guard. This guide will help you design a short, confident introduction you can use in interviews, networking and on the phone with hiring managers.

Fill in the blanks below to build yours.

The Formula

- Who you are - your background in one line
- What you do well - your key skills or strengths
- What you're looking for - the type of role or opportunity
- Why you - what makes you a good fit or what you'd bring

Fill In The Blanks

Who you are

I'm a [job title / type of worker, e.g. “qualified forklift operator”, “customer service professional”] with [number] years of experience in [industry].

What you do well

I'm known for being [2–3 strengths, e.g. “reliable, safety-focused, and a fast learner”]. In my last role, I [one achievement or responsibility that shows this in action].

What you're looking for

I'm currently looking for [type of role / industry / work arrangement, e.g. “a full-time warehouse role”, “an opportunity in administration”].

Why you

I think I'd be a great fit because [something specific — your work ethic, relevant skills, availability, certifications, etc.].

Put It All Together

“I'm a [who you are]. I'm known for being [what you do well], and in my last role I [example]. I'm currently looking for [what you're looking for], and I think I'd be a great fit because [why you].”

Tips

- Say it out loud a few times - it should sound natural and not memorised.
- Keep it to about 30 seconds (roughly 60–80 words).
- Tweak it slightly depending on the role or company you're talking to.
- Use it on the phone with recruiters and hiring managers - it helps them quickly understand what you're looking for.