



# YOUR PERFECT PITCH

to be hired today 🔥

# WHO I AM:

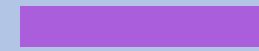
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Junior Ambassador @ TOPX Network  
Marketing Manager at BioLizard 🦎

M I C R O B I A L  
M O N D A Y S



**FIRST, CONSIDER  
THEM!**

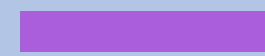


# FIRST, CONSIDER THEM!



With any pitch, the essential starting place is **your audience**

# WHO DO YOU WANT TO TALK TO TODAY, AND FOR WHAT KIND OF JOB?



- What do they **value**?
- What do you **admire** about them?
- What do you have in **common**?
- What will they **want to know**?
- What do you want to **find out about** them?



5 minutes

OK, NOW IT'S  
ABOUT YOU



Everybody will have the minimum requirements. But what make you **different?**

# OK, NOW IT'S ABOUT YOU



Everybody will have the minimum requirements. But what make you **different?**

- side jobs
- cultural background
- hobbies
- personality traits

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5 minutes



# HOW TO BUILD A PITCH



# HOW TO BUILD A PITCH

10%:  
introduction



- stand out
- catch attention
- use foreshadowing: tell them what you're going to tell them

# WHAT'S YOUR MISSION STATEMENT?

## **Here's my general purpose one:**

“In all my work, I connect my passion for science with my belief that science can only have a positive impact when it is well communicated.”

## **Why it helps to have one:**

- Helps you judge if a job is actually a fit for you
- Helps you find your “niche”
- Immediately communicates (some of) your values

# WHAT'S YOUR MISSION STATEMENT?



2 minutes

## **Here's my general purpose one:**

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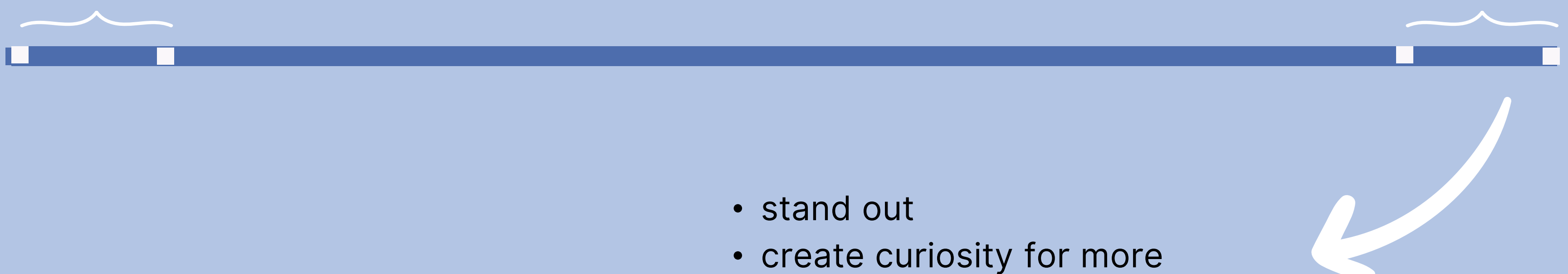
## **Why it helps to have one:**

- Helps you judge if a job is actually a fit for you
- Helps you find your "niche"
- Immediately communicates (some of) your values

# HOW TO BUILD A PITCH

10%:  
introduction

10%:  
conclusion

- 
- stand out
  - create curiosity for more
  - create a “full circle” moment:  
remind them what you told them

# HOW TO BUILD A PITCH



- show that you understand them
- why you're a perfect fit
- top 2-3 differentiating skills/qualities

# BUILD A 1min PITCH IN 5mins

10%:  
introduction

80%:  
“the meat”

10%:  
conclusion

- stand out
- catch attention
- foreshadow

- stand out
- create curiosity
- “full circle” moment

- show that you understand them (did you read their ‘about’ page??)
- explain why you’re a perfect fit for the company
- highlight your top 2-3 differentiating skills/qualities

# WHAT NEXT?


- Ask questions first
- Practice makes perfect
- Mix 'n' match your messages depending on your audience



**GET IN  
TOUCH**



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or come & chat :)