### Identify your goal:

(What specifically do you want the employer to say yes to?)

*Sample: I would like you to hire an intern at your HR firm*

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### Write down 3-5 words that describe the impact of your program:

(Tip: Consider completing the following sentence: My students are _____________.)

*Sample: My students are motivated, mature, and reliable.*

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### Write one sentence that describes your student outcomes as a result of your program:

(Tip: Use the words you identified above.)

*Sample: My students are mature and reliable young adults who are eager to learn in a real-world environment related to their interests in human resources.*

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### Write one sentence that describes how working with your students would benefit the business:

*Sample: They would bring fresh perspectives and quality customer service to help you maintain and grow your accounts.*

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### Write your specific question about what you want the employer to do for you:

(Tip: This should relate to the goal at the top of the page.)

*Sample: Will you meet with a few of my best students to see if they'd be a good fit for your company?*

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### Put it all together in a full elevator pitch (20-30 seconds):

(Edits: This should feel and sound natural when you say it.)