Develop an elevator pitch

Now, let's discuss a concept that can help you identify your strengths and allow you to highlight those strengths to others: An elevator pitch.
An elevator pitch is a brief summary of your experience, skills, and background.
It's called an elevator pitch because it should be short enough to say in 60 seconds or less, which is the average amount of time you might spend talking with someone on an elevator.
Elevator pitches allow you to demonstrate who you are to potential employers in a very short time span.
They can be used at job fairs, career expos, and other networking situations, like professional conferences and social media job sites such as LinkedIn®.
Now, let's examine how to create an elevator pitch.
Your elevator pitch needs to be short and persuasive.
There's no need to list all of your previous experiences and accomplishments.
Instead, explain who you are and why you care about being a security professional, as well as the qualifications and skills you have that are specifically related to getting a job as a security analyst.
For example, critical thinking, problem-solving, and the ability to build collaborative relationships with others are transferable skills that most organizations are looking for.
So, highlight those in your elevator pitch.
You could also mention technical skills you've learned in this certificate program, such as using various SIEM tools and programming languages like SQL and Python to identify and respond to risks.
Now, we'll cover a few things to avoid when delivering your elevator pitch.
It's important to avoid rambling, or sharing irrelevant details, during your elevator pitch.
Potential employers only want to know who you are and why they should consider you for a security role.
As you develop your elevator pitch, you're going to want to practice it several times.
However, don't practice it so much that you end up sounding ingenuine or robotic when it's time to share your pitch with a possible decision maker.
Instead, speak naturally, like you're having a conversation, when you give your elevator pitch.
That will help keep people engaged and interested in what you're saying.
Another thing to avoid: speaking too quickly.
Because an elevator pitch is fairly short, it can be easy to rush through it.
But that can cause people to miss out on some key skills you have to offer, simply because you sped past them.
One last tip: search the internet for elevator pitches to find examples that may help you generate ideas for your own pitch.
In essence, your elevator pitch is a way to tell people why you are an amazing candidate for a security position with great skills and a clear direction for what you want to do in your career.
While it's natural to be nervous when speaking to potential employers, just remember: take a deep breath, gather your composure, and deliver your pitch with confidence, conviction, and at a normal pace.
You'll be just fine.

Now, let's discuss a concept that can help you identify your strengths and.

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