"The Elevator Speech"
aka "The 30 Second Introduction"

I am a college student majoring in psychology. I am interested in sports administration. I am on several campus committees devoted to promoting and producing sporting events, both intercollegiate and intramural. My ultimate goal would be to land in sports marketing and sponsorship sales, but I am also interested in other areas. I received your name and contact information from the alumni office, and I wonder if you have a moment to speak with me about the sports business.

Tell (a) who you are, (b) why you are calling, and (c) what you want. Be straightforward, be direct, and remember to push hard for referrals. Broken down, here is the skeleton of a typical script for a thirty-second introduction:

Hello, ___________________. My name is ___________________. I was referred to you by _______________. I'm interested in learning more about ___________________. I wonder if you would have a moment to share with me any advice, ideas, opportunities and referrals.

Construct your own thirty second introduction right now. Remember to convey who you are, why you are calling and what you want:
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Read it aloud and revise it until you can make it sound natural.

(Adapted from The Foolproof Job Search Workbook, by Donald Asher, Ten Speed Press)