



Australian Government



# Writing a one-page pitch

Do your research

- Learn as much as you can about the employer and their business.
- Find out what they do, their structure and culture.
- Understand what skills and personal traits they value in their workers. For example, they might look for staff who are able to provide high quality customer service.
- Visit their website, social media pages and search online for information to build a picture of who they are and what they do.

First paragraph -  
about the employer

- Use the first paragraph of your pitch to summarise what you know about the employer.
- Include information about the business and their products or services.
- Show the employer you understand their business needs and what's important to them.

Second paragraph -  
what you  
can offer

- Explain how you can help the employer meet their business goals and priorities you outlined in your first paragraph.
- Think about your previous work and other life experience, skills, knowledge and personal qualities. How could these be of value to this employer?
- Include a couple of simple examples that show your relevant skills and experience. Explain how these skills and personal qualities could benefit the business.



Final paragraph  
- about you

- Outline your main skills and personal traits that relate to this employer.
- Include any interesting or relevant personal information that you think might help set you apart.
- Your final sentence should be a short statement of why you want to work for them. Think about what you would like from the employer - work experience, an internship, a paid job?

Don't forget  
your résumé

- Make sure your résumé is current and tailored to the employer. Attach it to the back of your pitch.
- Remember to check that the information in your pitch reflects your résumé.

Need more  
information?

- For more information and examples of one-page pitches, type 'one-page pitch' or 'one-page job-proposal' into your internet search engine.

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