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## Different Approaches to the Elevator Pitch

Over time, you might need elevator pitches for different purposes — for instance, pitching yourself and/or your work during a networking event or job interview.

Many sources provide advice for approaching an elevator pitch in different ways. Here are just a few:

- American Psychological Association: "[The Elevator Pitch](#)" (*crafting a 5-minute research pitch*)
- Kennedy Pharmacy Innovation Center: "[How to Give an Elevator Pitch](#)" (*pitching yourself professionally*)
- Forbes: "[The Perfect Elevator Pitch to Land a Job](#)"
- MindTools: "[Crafting an Elevator Pitch](#)" (*introducing a company*)

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## More Family Science Information From NCFR

- '[We Are Family Science](#)' website — a simple website for lay audiences
- [About Family Science](#) — a more detailed introduction to Family Science
- [The History & Name of Family Science](#)
- [Glossary: Key Terms of Family Science Identity](#)
- [Bibliography: Family Science as a Discipline](#)
- [Degree Programs in Family Science guide](#)
- [Exploring Careers in Family Science](#)

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## More Ways to Promote Family Science to the Public

Want to proactively promote Family Science or findings from Family Science research?

Learn how you can share Family Science knowledge to create greater impact and benefit the public, from the 2021 *Family Relations* journal article "Emerging Ideas. Advancing Family Science Through Public Scholarship: Foster Community Relationships and Engaging in Broader Impacts," written by J. Kale Monk, Tashel C. Bordere, and Jacquelyn J. Benson:

Monk, J. K., Bordere, T. C., & Benson, J. J. (2021). Emerging ideas. Advancing family science through public scholarship: Fostering community relationships and engaging in broader impacts. *Family Relations*, 70(5), 1612–1625. <https://doi.org/10.1111/fare.12545>

