

## Developing a 30 Second Commercial

### Structure

A “commercial” is essentially a thirty-second monologue describing the benefits of a particular product or service – YOU.

### Purpose

Your commercial enables the listener to become aware (relatively quickly) of specific, unique, and impressive attributes you can bring to the position.

### Advantage

You come across more poised and confident simply by opening with your commercial.

### Uses

- At an interview – in answer to the question “Tell me about yourself.”
- In a cover letter – to highlight your background and key abilities.
- Professional, social, organizational meetings – when you are asked to introduce yourself.
- With minor changes, in cold calling employers for an info interview or a future job.
- Introducing yourself to an employer at a career fair.

### Tips and Tricks

- Use crisp, concise and memorable language – not overly detailed and rambling statements.
- State the position you are seeking.
- Sell your professional abilities and experience.
- Emphasize your individual strengths and links them to the perceived needs of the employer.
- Use descriptive statements of your acquired skills and abilities

### Building Your 30-Second Commercial

- Introduce yourself, if appropriate
- State what your goal is, relevant to the person you are speaking with.
- State a strength or skill that would interest them.
- Follow that with an accomplishment that proves you have that skill. If you like, you can repeat steps 3 and 4 up to 2 times.
- Tell what you are looking for in a job.
- Most importantly, tell how you can immediately benefit the company.

**\*\*Remember to keep your commercial focused on the needs of the employer at all times!\*\***

### Questions to Answer

- What is your career goal? (Usually in the form of doing something for someone)
- What skill or strength do you have that would help you realize that goal?
- What accomplishment proves you have that skill or strength?
- What are you searching for in a job?
- How can you immediately benefit the company?

### Your 30 Second Commercial

Hello, my name is \_\_\_\_\_.

I am (current status) \_\_\_\_\_.

I want to (career goal) \_\_\_\_\_.

I am (strength) \_\_\_\_\_, which I demonstrated when I (accomplishment) \_\_\_\_\_.

I am looking for a job where I (job, environment details) \_\_\_\_\_.

I can be of immediate benefit to your company because (how?) \_\_\_\_\_.

