

The 30 Second Commercial



What is a 30 Second Commercial?

- Verbal description of your attributes
- Lasts under 30 seconds
- Similar to a “sales pitch”
- Describes the benefits of buying a particular product – YOU!

Why do I need one?

Most jobs are found through social and professional networking

When do I use it?

- At a career fair
- At an interview (“Tell me about yourself.”)
- Professional associations/organization meetings (when asked to introduce yourself)
- In a cover letter
- Social/networking events

What Can I Include?

- Who am I?
- Why am I talking to you?
- What is my objective?
- What are my strengths?
- How did I achieve those strengths?
- What are my passions?
- How do these apply to your company?

Putting It All Together

- Use the word “I” as little as possible
- Use crisp, concise, and memorable language.
- Emphasize strengths and link to needs of employer.
- Be descriptive of your acquired skills and abilities.
- Make it sound natural/conversational.
- Be sincere.
- Show your true personality.
- Keep it current.
- Project passion for what you (want to) do.
- Include competitive advantage.
- End with action request (ask for card or interview).



Don't:

- Leave them asking “so what?”
- Let it sound canned or memorized.
- Ramble.
- Try to sound too self-important.
- Get bogged down with details, industry jargon or slang.

EXAMPLES YOU CAN USE:

- My strongest skills are...
- I have ____ years of experience in ...
- I have a solid background in...
- I am an experienced ____ with detailed knowledge of...

Practice!

- Keep it at 30 seconds or less.
- Use only relevant information.
- Practice saying it out loud.
- Share with others and get feedback.
- Rewrite and revise to suit each interview, meeting or professional contact.

Build Your Network

Who's In Your Network?



- 1.
- 2.
- 3.
- 4.
- 5.

Introduce Yourself....

Name:

Major:

Graduation Date:

Experience Fact 1:

Experience Fact 2:

I am interested in _____.

30 Second Commercial



EXAMPLE FORMAT

Who am I?

Hello, my name is _____.

Why am I talking with you?

(*Referral's name*) suggested that I speak with you.

What is my objective?

I am interested in your company's management training program.

What are my strengths?

I have been effective in problem solving, collaboration, team work and leadership.

How did I achieve these strengths?

I just completed my Bachelor degree in ____! My program required that students work on a variety of projects in teams. I learned to be a contributor, a leader, a diplomat and a facilitator. One project required that our team develop a complete business analysis (*elaborate on how you developed the strengths mentioned earlier*).

What are my passions?

I enjoy working with a team to improve processes and solve difficult problems.

How do these apply to your company?

I am confident my abilities will benefit *XYZ company*.

What do I want from you?

I am especially interested in *XYZ company* and would like to learn more about the management training program. Who in your organization should I contact?

Put this all together, reduce the number of "I" statements and rehearse it until it sounds natural and unscripted.