30-Second Commercial
“Connecting Curriculum and Career”

Make that positive first impression with a summary of your talents, skills, accomplishments and interests. A 30-second commercial (or elevator speech) is a great tool when you first meet a contact. It’s your commercial to give someone enough information to know they want to learn more about you.

Outline Your Commercial:

- Introduce yourself with one or both your name and your professional results:
- Then describe what you would do (or have done) to achieve these results:
- Next bring up specifics about your results as it relates to what you want to do:
- Close with a futuristic focus of where you see yourself in the next five years utilizing specific talents, skills, accomplishments and or interests.

Example 1:
“Hi, I’m John Doe and I can provide the care and professionalism your clients deserve. Getting to the persons need opens the door to how I can best resolve their concern. I do this with compassion and empathy, finding common ground to move forward. I always achieve positive feedback and frequent referrals because of my ability to connect and support who I am working with to gain what they need.”

Example 2:
Hello, my name is Jane and I’m interested in the Human Resources field. I have experience as a Vice President of a student organization where I interviewed and oriented new members, and organized several fund raising events. My skills in communication, problem solving, and working as a team member come into play on a daily basis working in food service. Additional business courses have supplemented my Communication degree and increased my knowledge of and interest in Human Resources. I’m looking for more information about what your company looks for when hiring HR managers.

Use the Elevator Speech to link your top selling points to perform that employer's specific job. As you discuss each selling point, put them into an order so that the thoughts flow together in the most effective way.

Use it to immediately capture the employer's attention, get them tuned in to you as a true top-notch candidate. The Elevator Speech is effective because it demonstrates your strengths and illustrates how you will fill the employer's needs.

Open your interview with it. Typically the first interview question is “Tell me about yourself.” This engages the hiring manager immediately and concisely by stating here's exactly how I can do your job.

"Why should I hire you?" "What are your strengths?" "What makes you think you are qualified for this job?" "What makes you think you will succeed in this position?" "Why do you want this job?" These questions are excellent opportunities to stress your most marketable skills using your Elevator Speech.

Be Memorable -- End With A Convincing Close:
When the employer has asked all their questions, you’ve asked yours, you’ve learned about the next stage, and when they will be making a decision. This employer will remember you when you end by saying “Thank you for this opportunity to meet with you today. In closing, let me summarize for you what I’d bring to this job…” and insert your Elevator Speech.

Academic Advising & Career Education
Student Services & Administration (SA), Suite 2300
www.csueastbay.edu/aace

This document is available in alternative formats (large print, Braille, audio tape, etc.). Contact AACE to submit your request.
Developing your 30-Second Commercial

Your commercial is a brief monologue describing the benefits of buying your product—YOU

Why develop a 30-second commercial?
- You come across more poised and confident simply by opening with your commercial.
- Your commercial makes the listener aware (in a brief amount of time) of your specific, unique, and impressive attributes that you can bring to the position.

When should I use my 30-second commercial?
- During your INTERVIEW. Your commercial can help you answer questions such as: “Tell me about yourself” “What are your greatest strengths?” and “What can you bring to this position?”
- In a COVER LETTER. Your commercial can highlight your background and key abilities.
- At PROFESSIONAL, SOCIAL, or ORGANIZATIONAL meetings. Use your commercial to introduce yourself and network with others.

Your commercial should:
- Use concise and clear language that is not overly detailed.
- Sell your professional abilities and experience.
- Emphasize your strengths and link them to the needs of the employer.
- Use descriptive statements or specific examples of your acquired skills and abilities.
- State the kind of position you are seeking.

General Script (EXAMPLE)
GREETING:  Hello, my name is ____________________.
EXPERIENCE: I am a/an ______________ currently between positions.
INTEREST/PASSION:  I am mainly interested in______________________.
STRENGTHS: My strengths include________________ and______________________.
BRIEF EXAMPLE: At my last position with ________, I was able to ________.
GOAL: I am looking for a position in__________.

Samples of statements you can use:
I have a solid background in...
I am particularly good at...
My strongest skills are...
I have ______ years of experience...
I have a good working knowledge of...
I am proficient in...
I am skilled in...
I have been trained in...
My experience includes...
I have a talent for...
I have exposure to...
My abilities include...
My goals are...
I am passionate about...
I am interested in...
I enjoy...
I would like the opportunity to...
I am looking forward to...

Power Words:

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<th>SKILLS</th>
<th>TRAITS</th>
<th>ACCOMPLISHMENTS</th>
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<td>Assertive</td>
<td>Built</td>
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<td>Communicate</td>
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<td>Facilitate</td>
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<td>Conscientious</td>
<td>Coordinated</td>
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<td>Plan</td>
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<td>Reduced</td>
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<td></td>
<td>Team player</td>
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