

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.

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:

Developing your 30-Second Commercial Worksheet

Write down three or four key strengths or accomplishments. Make sure to pick your best strengths or accomplishments. Include those that relate to the employer. The idea is to interest the listener, not overwhelm the listener with your entire life.

- _____
- _____
- _____
- _____
- _____

Now, use the above points and create a draft of your commercial!

If education, language skills, or certificates/awards pertain to the position for which you are interviewing, you should include this in your summary. Remember to back up your strengths or accomplishments with examples.

SKILLS

Analyze	Budget
Communicate	Create
Facilitate	Lead
Manage	Motivate
Negotiate	Plan
Supervise	

TRAITS

Assertive	Conscientious
Decisive	Detail-oriented
Enthusiastic	Honest
Independent	Innovative
Loyal	Perceptive
Resourceful	Team player

ACCOMPLISHMENTS

Built	Coordinated
Developed	Implemented
Improved	Managed
Marketed	Organized
Promoted	Reduced
Resolved	Trained