

30-SECOND COMMERCIAL

A 30-second commercial is a brief statement of what you consider yourself to have become at this stage of your life. You can use it to introduce yourself to employers at job fairs or respond to that interview icebreaker, “Tell me about yourself.”

1. Make a list of your strengths. List as many as possible. Choose three or four strengths that you want to include in your commercial. Create specific examples of your strengths.
2. Mention your education, work experience, and special skills.
3. Add a closure, unique to each situation, where you state one solid reason that you’d be a good fit for the targeted company/job. What is there about the background you’ve described that makes you uniquely qualified to solve problems for this company?
4. Practice, practice, practice. Deliver your commercial to a friend, a mirror, or anyone who will sit still for 30 seconds. Critique yourself and ask others for advice on how to improve your commercial.
5. Stay flexible. You’ll want to be able to modify your commercial depending on the situation.

Key Points

- Responds to the request, “Tell me about yourself”
- Designed to position yourself and sell your most marketable skills
- Serves as a summary of your background, strengths and accomplishments
- Allows you to customize your pitch for the target audience
- Leaves a lasting impression

Key Items for Inclusion

- Number of years of experience in a particular area
- The kind of experience (marketing, customer service, office experience)
- Key skills and tasks, such as organization, attention to detail and people skills
- Personality traits and characteristics that make you unique
- Familiarity with industry jargon
- Most important thing that you want the employer to know about you

How to Pitch

- Emphasize key words; slow down when making a key point
- Smile when you give your pitch
- Demonstrate enthusiasm
- Practice, practice, practice!

Where to Use Your Pitch

Job interview

Career fair

Networking event

Resume summary or profile

Cover letter

Meeting new people

WORKSHEET

First, define your target:

geographic area:

industry:

company size:

position/function:

Second, complete the following:

1. Hi, my name is _____, and I'm a _____ at Towson University majoring in _____.
2. What is the most important thing I want this person to know about me?
3. What is the second most important thing I want this person to know about me?
4. List key selling points (background and experience) that support and prove the first two statements.
 - a. point one
 - b. point two
 - c. point three
5. Why should this person be interested in me and what separate me from my competition?
6. What objection am I concerned the interview may bring up and how will I handle it?
7. What question do I want to pose to this person (i.e. ask for a meeting or information)?

Finally, write it out in a brief statement and **PRACTICE** saying it to others.

FOR EXAMPLE:

My name is Gina Jackson, and I am a senior family studies major graduating in May 2012 with honors from Towson University. I am passionate about working with children, as shown by more than six years of experience working with children and families. This experience includes special training in working with children on dialysis, children with special needs, and as a mentor to young children. My academic field placements include one year of victim advocacy and domestic violence experience in different agencies. My resume shows my extensive leadership experience through assisting freshmen in adjusting to college and other leadership roles at Towson University.