

DEVELOPING YOUR 30-60 SECOND COMMERCIAL

Your "commercial" is a brief monologue describing the benefits of buying a product - YOU!

Why develop a 30-60 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 30-60 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 over-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 that you are seeking

General Script (EXAMPLE):

GREETING: Hello, my name is _____.

EXPERIENCE: I am a _____ studying _____ at _____.

INTEREST/PASSION: I am mainly interested in _____.

STRENGTHS: My strengths include _____ and _____.

BRIEF EXAMPLE: Recently, I worked/volunteered/lead a campus organization at _____ and was able to _____.

KNOWLEDGE OF ORGANIZATION: I noticed you have a _____ position available, please tell me more about this opportunity.
OR – I reviewed your website and noticed you have just started marketing to the hospitality and tourism industry, I am very interested in both areas and was hoping you could share more about possible opportunities in your marketing department.

GOAL: I am looking to gain further experience in _____.

Samples of statements that you can use:

- I have a solid background in☐
- I have a good working knowledge of☐
- I am particularly good at☐
- My strongest skills are☐
- I have _____ years of experience in☐
- I am proficient in☐
- I am skilled in☐
- I have been trained in☐
- I am familiar with☐
- 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☐

