

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
Communicate
Facilitate
Manage
Negotiate
Supervise

Budget
Create
Lead
Motivate
Plan

TRAITS

Assertive
Decisive
Enthusiastic
Independent
Loyal
Resourceful

Conscientious
Detail-oriented
Honest
Innovative
Perceptive
Team player

ACCOMPLISHMENTS

Built
Developed
Improved
Marketed
Promoted
Resolved

Coordinated
Implemented
Managed
Organized
Reduced
Trained