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…

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.

1. _____
2. _____
3. _____
4. _____
5. _____

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

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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.

Power Words:

SKILLS		TRAITS		ACCOMPLISHMENTS	
Analyze	Budget	Assertive	Conscientious	Built	Coordinated
Communicate	Create	Decisive	Detail-oriented	Developed	Implemented
Facilitate	Lead	Enthusiastic	Honest	Improved	Managed
Manage	Motivate	Independent	Innovative	Marketed	Organized
Negotiate	Plan	Loyal	Perceptive	Promoted	Reduced
Supervise		Resourceful	Team player	Resolved	Trained