



30 Second Commercial

What is it?

One of the keys to successful interviewing and networking is to make a really strong first impression, often in response to the question "Tell me about yourself." The answer is your personal "commercial." It is essentially an overview of your experience, skills, strengths, accomplishments and goals – all in 30 seconds!

When will I use it?

- At an interview
- In a cover letter – to highlight your background and key abilities.
- At professional networking events – when you are asked to introduce yourself.
- When introducing yourself to a potential employer at a career fair.

What should I include in my 30 second commercial?

- Introduce yourself, if appropriate.
- Discuss your experience including your major field of study, and any relevant work experience.
- State a strength or skill in which they would be interested.
- Follow that with an accomplishment (or two) that proves you have that skill. It can be related to school, work, a volunteer experience, an activity (like Eagle Scout), etc.
- Describe your employment goal. What are you looking for now and/or in the future?
- Most importantly, tell how you can immediately benefit the company.

What should I keep in mind about developing my 30 second commercial?

- Practice, practice, practice. You want to appear confident, enthusiastic, poised and professional.
- Make it memorable but not outrageous. Your commercial should allow you to stand out a bit from the crowd. Whether it is the vocabulary you choose or a specific achievement you mention, you want to engage the listener.
- Be prepared for follow-up questions, especially if this is an interview. You may be asked for more information or to elaborate on something you said which will keep the conversation going.
- Vary your closing to fit the circumstances. For an interview, focusing on how you can benefit the company or how you fit the particular position is appropriate. At a networking event or Career Fair you want to be proactive and may want to consider an action question – "May I send you a resume?" or "May I have your business card and contact you ..."

Questions to Think about in Developing your 30 Second Commercial:

- What is your career goal? (usually in the form of doing something for someone)
- What skill, strength, or experience do you have that would help you realize that goal?
- What accomplishment proves you have that skill, strength, or experience?
- What are you searching for in a job?
- How can you immediately benefit the company?

Starting your 30 Second Commercial

- My name is (full name)
- I am a (year in school) at Truman State University majoring in (major)
- My experience (describe)
- I am (strength), which I demonstrated when I (accomplishment)
- I'm looking for a position where I (goals).
- I can be of immediate benefit to your company because (how?)

For help with your commercial or any other career-related issue, come see us in the Career Center!

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