

30-SECOND COMMERCIAL

Make a strong first impression during interviewing and networking. Give an overview of your experience, skills, strengths, accomplishments and goals – all in 30 seconds!

WHEN WILL I USE IT?

Whenever you make an introduction

Use it in interviews, cover letters, at networking events, at career fairs, or any time you introduce yourself in a professional setting.

QUESTIONS TO ASK YOURSELF

Add critical details

- What is your career goal?
- How can you use a skill, strength, or experience that you possess to achieve that goal?
- What accomplishment(s) proves you have that skill, strength, or experience?
- What are you searching for in a job?
- How can you immediately benefit the company?

FORMAT

Create structure

"My name is (full name) and I am a (year in school) at Truman State University majoring in (major)"
"Describe your experience." "I am (strength), which I demonstrated when I (accomplishment)"
"I am looking for a position where I can accomplish (goals)"
"I can benefit your company by..."

WHAT SHOULD I INCLUDE?

Think about what your audience would like to know

- Introduction (if appropriate).
- Experience in a major field of study and your most relevant work experience.
- An applicable transferable skill, followed by an accomplishment that confirms that strength or skill.
- A description of your employment goal for the present and/or in the future.
- And most importantly, your immediate benefit to the institution, organization or company.

KEEP IN MIND

Other important elements

- Practice often to appear confident, enthusiastic, poised and professional.
- Make it memorable, but not outrageous, whether it is the vocabulary you use or a specific achievement.
- Prepare for follow-up questions to elaborate on something you said.
- Have alternate closings for different circumstances:
 - For an interview, focus on how you can benefit the company or how you fit the position.
 - For a networking event, consider an action question: "May I send you a resume?" or "May I have your business card and contact you..."

FOR HELP WITH
30-SECOND COMMERCIALS
OR ANY OTHER CAREER ISSUE,
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