



## Your 30 Second Commercial

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Commercials are made to sell things, and as a current or future job seeker, you are in essence marketing your skills and talents to potential employers. Networking can be a lot easier if you have a 30-second commercial prepared, especially when talking to recruiters or hiring managers at Career Fairs and networking or industry events. Also known as an “elevator speech,” the commercial is your first chance to make a good impression by introducing yourself to others and giving them a short synopsis of your skills and experience. Your goal should be to have a commercial that leaves others wanting to know more about the product that you are selling - *you!* Your commercial should be memorable and effective and create interest on the part of the listener. Be sure to take time to develop your script and practice it thoroughly so that you will be comfortable delivering it.

Ask these questions to begin crafting your personal commercial:

- Who am I? What is my value to a future employer? (Identify yourself in terms of skill sets, values or job functions.)
- What will I add to an organization, based upon my strengths, qualities, and accomplishments?
- Conclude your commercial with a question that will generate a referral or further action.

### **Sample Template**

First sentence: For students and new graduates, include your name, your school, your degree and major. More experienced individuals may want to introduce themselves and then begin with the middle sentence.

Middle sentences: State your relevant experience. For example, mention your employer, your role, the skills you used and developed as well as the accomplishments and results you are proud of. Mention your future career goals.

Last sentences: Briefly relay how your background might benefit the listener. Ask for their suggestions about who else you might speak with for advice regarding your career goals. For example, “Do you have any advice for me as I prepare for my career in (your field), or could you suggest someone else that I should contact?”

### **Sample Commercial**

Hello, my name is Seymour Success and I will be receiving my Bachelor of Business Administration degree in Finance from the University of Mississippi in May of 20XX. During this past summer, I held an internship with BancorpSouth where I assisted customers with loan applications and other financial services. I received superior ratings from my customer evaluations. During the academic year, I worked an average of 20 hours per week as a math tutor on campus where I assisted students with college algebra and statistics. I also served as the treasurer of Alpha Kappa Psi and managed a 10k annual budget.

As I look toward the future, I am very interested in utilizing my talents in communication and customer service within the financial industry. As I researched your organization, I believe that these strengths might fit well within your Lending and Asset Management division. I’d love to hear your perspective on this and any other suggestions you might have where my strengths might be of value.

(At the conclusion of the commercial, make sure that you thank the person for their time and information and you may ask for a referral at that time if you are in need of one.) Thank you for taking the time to talk to me today. Would you happen to know of other individuals I should contact?