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:

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<th>SKILLS</th>
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<td>Analyze</td>
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