

# 30 Second Commercial

## What is a 30-second commercial?

A 30 second commercial is a brief yet powerful way to introduce yourself, your brand, your skills, and interests to people you would meet in your career development. It can be used at the beginning of a networking meeting, career fair, when you leave a voicemail with employers, or can be expanded to answer the most commonly asked interview question, "Tell Me About Yourself."

## Questions to Think About in developing your 30-second commercial

1. What are your short-term and long-term career goals?
2. What skill, strength, or experience do you have that would help you realize your goal?
3. What accomplishments / experience proves you have that skill, strength, or interest?
4. What are you searching for in a job or internship experience?
5. How can you immediately benefit the program or organization?

## Template for the 30 Second Commercial

(begin with a firm handshake and eye contact)

"Hello, my name is \_\_\_\_\_ (first name, pause slightly then your full name)

I am a \_\_\_\_\_ (grade and major, or job title or profession)

I have some experience (or interest) in \_\_\_\_\_ (types of work skills or experience), and I am planning on using my experience and goals as \_\_\_\_\_ (career goal)

My background includes \_\_\_\_\_ (relevant work, internship experience)

My unique qualities \_\_\_\_\_ (skills, abilities, etc.) and I am interested in learning more about how those skills can be an asset to your company.

To keep the conversation going, ask questions (Do you have any advice for me? Can you suggest other people I should contact?)

## 30 Second Commercial Examples:

**Example #1** *Hello, my name is Ian Incredible. I am a student athlete and psychology major in my junior year. Mental health has always been a field that has interested me and eventually would like to be a psychologist, I am looking for a practical experience providing direct support services to students and others in need. I am very organized, empathetic and dedicated to helping people and my time as a student athlete has allowed me to sharpen my time management, decision-making and goal-setting skills. I am very interested in learning more about your organization and to see how I could help you in your mission as a human services organization.*

**Example #2** *My name is Alice Awesome, and I'm a third-year psychology student at Saint Mary's University. I just finished a three-month internship at XYZ organization, working as a Clinical Research Intern. I was responsible for recruiting research participants and organizing data documentation. My internship and coursework in clinical application methods has also prepared me to work in child development and social work. I'm currently looking for a fall coop for next year and would be thrilled to work for (your) ABC company.*

**Example #2** *My name is Mark Marvelous, and I am graduating with my bachelor's degree in marketing in December. I'm a member of the American Marketing Association and gained hands-on experience working with the Market Research Center last summer. In 20XX, I competed in a business development competition with a team of four, and my team took second place. I'm also a member of XYZ fraternity and maintain our social media pages and outreach website. In the last two years, we've increased our membership by 20 percent. I work well on teams, have excellent communication skills, and I'm currently looking for a full-time marketing position.*