**CREATE YOUR INFOMERICAL**

Complete the following statements to help develop your Infomercial. When completed, assemble the pieces into a script format. Remember to read it aloud and practice it with a partner listening to offer feedback.

As you develop your infomercial, ALWAYS keep your objective in mind. The information you provide must be relevant to your current career objective. Focus on what would be important or compelling to the listener’s interests and needs.

**Biographical Information:**

What city, state, region, or county are you originally from? What situation brought you to your current location? (Avoid getting too personal or lengthy in this section. Some interviewers may not want this information. Use your best judgment.)

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**Education:**

Did you obtain a degree? Where? How did it help you in your career? Have you received any special training, certifications, or licenses that are relevant to your objective? Do you have any military experience?

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**Early Career History:**

Be brief and don’t go into a tremendous amount of detail unless it is interesting and provides very important background to your current situation. Don’t give a lengthy chronological year-by-year history from company to company or job to job. Focus on information that is relevant to your current career objective.

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**Current Career History:**

This should be the highlight of your entire infomercial. What have you been doing for the last ten years? What significant career accomplishments have you had? What elements of your responsibilities have been of particular interest to you? What have you enjoyed doing the most? Focus on information that is relevant to your current career objective.

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**Major Strengths:**

Define the primary technical skills and business competencies you possess that are relevant to your career objective. What gives you a competitive edge as a candidate for your targeted job (or the position you are interviewing for?

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**Briefly explain why you are in the job market:**

Whether you are in transition due to a job loss or looking for new opportunities while still employed, you will need to develop a brief statement about why you are in the market. Always be positive and do not go into much detail.

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**Wrap it up with a concluding statement:**

Discuss why you find the potential job interesting, a challenge, or an opportunity to make a major contribution to the organization, or in the case of a networking meeting, why you are there and what you hope your contact can help you with. Your ultimate goal is to turn your infomercial into a conversation.

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**ONCE YOU HAVE COMPLETED THIS EXERCISE**, write out several versions (networking meeting, telephone prescreen, formal interview). Then, practice verbally with another person or in front of a mirror until you can recite from memory.