

My 60-Second Commercial

Directions: Follow the steps outlined below to prepare your own 60-Second Commercial. Information on pages 2 & 3 can help you organize your thoughts. You can email your assignment to your instructor or submit it by using this survey link. www.surveymonkey.com/r/gesecommercial

1. **Use short phrases, not full sentences.**

The goal is to say the most about your qualification in the fewest possible words.

2. **Name your targeted job position and the employer.**

3. **Briefly summarize education and training.**

Review your resume: Education, Training, and Experience as a reference.

4. **Focus on “Your Strengths”.**

Describe relevant examples of your work performance, accomplishments and successful use of your job-specific skills. Whenever possible, use numbers or percentages to measure success. Also, emphasize benefits you can provide for the employer.

5. **List your job skills and transferable competencies most relevant to the position.**

6. **Tailor each commercial.**

Use your commercial draft as a base, and tailor it for each target employer. Practice delivering your commercial aloud, but don't memorize it word for word, sounding as though you are reading a script and lacking energy. Take a copy of your commercial with you to the interview. If you have a momentary brain drain, quickly scan it, but don't read from it directly.

DEVELOPING YOUR 30-60 SECOND COMMERCIAL

Your "commercial" is a brief monologue describing the benefits of buying a product - YOU!

Why develop a 30-60 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 30-60 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 over-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 that you are seeking

General Script (EXAMPLE):

GREETING: Hello, my name is _____.

EXPERIENCE: I am a _____ studying _____ at _____.

INTEREST/PASSION: I am mainly interested in _____.

STRENGTHS: My strengths include _____ and _____.

BRIEF EXAMPLE: Recently, I worked/volunteered/lead a campus organization at _____ and was able to _____.

KNOWLEDGE OF ORGANIZATION: I noticed you have a _____ position available, please tell me more about this opportunity. OR – I reviewed your website and noticed you have just started marketing to the hospitality and tourism industry, I am very interested in both areas and was hoping you could share more about possible opportunities in your marketing department.

GOAL: I am looking to gain further experience in _____.

Samples of statements that you can use:

I have a solid background in...

I have a good working knowledge of...

I am particularly good at...

My strongest skills are...

I have _____ years of experience in...

I am proficient in...

I am skilled in...

I have been trained in...

I am familiar with...

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...

This form can be used to help organize your thoughts. Your submissions should be written in paragraph form.

EDUCATION:

1. Field of Study: _____

2. Relevant Courses:

A.

C.

B.

D.

EXPERIENCE:

1. Current Job: _____

A.

B.

2. Previous Jobs: _____ / _____

A.

B.

INTEREST/PASSION:

1. Why I applied here:

A.

B.

2. What I hope to gain:

A.

B.

STRENGTHS:

1. Hard Skills (**Technical** Skills to do the job):

A.

C.

B.

D.

2. Soft Skills (**People** Skills to do the job):

A.

C.

B.

D.