



Developing a 30 Second Commercial

What is it?

One of the keys to successful interviewing and networking is to make a really strong first impression. One of the first opportunities to make this impression is often in response to the question “Tell me about yourself.” The answer is your personal “commercial.” It is essentially an overview of your experience, skills, strengths, accomplishments and goals – all in 30 seconds!

When will I use it?

You will use your 30 second commercial throughout your professional life. Some relevant uses include:

- At an interview
- In a cover letter –to highlight your background and key abilities.
- At professional networking events – when you are asked to introduce yourself.
- In cold calling employers for a co-op or future job.
- When introducing yourself to a potential employer at a career fair.

What should I include in my 30 second commercial?

The structure of a 30 second commercial generally follows this pattern:

1. Introduce yourself, if appropriate.
2. Discuss your experience. As a co-op student this would include your major field of study, and any relevant work experience.
3. State a strength or skill in which they would be interested.
4. Follow that with an accomplishment (or two) that proves you have that skill. It can be related to school, work, a volunteer experience, an activity (like Eagle Scout), etc.
5. Describe your employment goal. What are you looking for now and/or in the future.
6. Most importantly, tell how you can immediately benefit the company.

What should I keep in mind about developing my 30 second commercial?

Practice, practice, practice. Your 30 second commercial should be conversational and natural. Although prepared in advance, it should never sound memorized. You want to appear confident, enthusiastic, poised and professional.

Make it memorable but not outrageous. You are competing with many other qualified candidates. Your commercial should allow you to stand out a bit from the crowd. Whether it is the vocabulary you choose or a specific achievement you mention, you want to engage the listener and give them an opportunity to see your personality.

Be prepared for follow-up questions, especially if this is an interview. You may be asked for more information or to elaborate on something you said which will keep the conversation going. Part of your strategy is to develop a rapport with the interviewer and a good commercial and follow-up will help to set a positive tone.

Vary your closing to fit the circumstances. For an interview, focusing on how you can benefit the company or how you fit the particular position is appropriate. At a networking event or Career Fair you want to be proactive and may want to consider an action question – “May I send you a resume?” or “May I have your business card and contact you ...”

Questions to Think about in Developing your 30 Second Commercial:

1. What is your career goal? (usually in the form of doing something for someone)

2. What skill, strength, or experience do you have that would help you realize that goal?

3. What accomplishment proves you have that skill, strength, or experience?

4. What are you searching for in a job?

5. How can you immediately benefit the company?

Starting your 30 Second Commercial

My name is _____

I am a co-op student at Drexel University majoring in _____

My experience (describe)

I am _____ (Strength) , which I demonstrated when I _____ (Accomplishment)

I'm looking for a position where I _____ (goals) .

I can be of immediate benefit to your company because _____ (How?)

Enter your 30 second commercial here:
