30 SECOND COMMERCIAL

Your 30 Second Commercial is your chance to present a powerful, clear and concise message to potential employers that will spark their interest and make them excited about your candidacy. This commercial can be sent to employers along with your application. Additionally, the content can be used as an opener at a career fair and at an informational interview and is a wonderful way to answer to the common interview question, “Tell me about yourself.”

Creating Your Commercial:

1) Before you start writing your commercial, consider how your education, experiences and personality would add value to an organization.

2) Outline some key points you want to touch upon in your commercial.

3) Make a short list of statements about your accomplishments in class, and on the job as well as other relevant skills and personal attributes. Be sure to use powerful words that convey a strong message.

4) After you have listed about 10-15 of these statements, select the strongest sentences and cut as many unnecessary words as possible in order to fit into your 30 second timeslot.

5) Include an introduction with your name, college and graduation date and major, as well as a closing about your desire to interview with the company.

6) Make sure your statements tell a cohesive story and keep re-reading and editing until you feel confident that your pitch flows nicely.

*Practice, practice, practice, and when you are ready, visit our offices in business attire to record your commercial!*