

The 30 Second Commercial

What to Know

The 30-second commercial is a statement to describe the skills and services that you have to offer an employer. It is essentially a brief monologue that sells your professional abilities and reflects your ideal job profile.

What to Do

Choose a combination of the following components that will comprise your pitch:

Greetinginclude your first and your last name

Experienceaccumulated experience in your specific industry and jobs

Areas of Expertise.....your major job functions and skill categories

Strengthsspecific skills that you possess

Accomplishmentsspecific accomplishments that emphasize your strengths

Professional Styletraits and characteristics that describe how you perform

Job Search Strategywhat you want to do with your experience

Examples of these components:

Greeting *Hello, my name is* _____.

Experience *I'm an experienced* _____.

Areas of Expertise *Or I have* ___ *years of experience in the* _____ *industry*
with expertise in _____, _____ *and* _____.

Strengths *My strengths are* _____, _____ *and* _____.

Accomplishments *I have been recognized for* _____.

Professional Style *I'm* _____, _____ *and* _____.

Job Search Strategy *I am interested in expanding my experience into* _____.