

30-Second Commercial



There are a variety of situations where you will need to successfully respond to the prompt, “Tell me about yourself.” During interviews, career events, or even in unexpected networking opportunities, you can make a great first impression by preparing a 30-second commercial of your experience, strengths, skills, achievements, and goals.

WHERE TO START

Ask yourself these questions:

- What are my career goals?
- What are my skills and strengths?
- What accomplishments or experiences do I have that demonstrate these skills and strengths?
- How has my education and experience prepared me for this position or to reach my career goals?
- What am I looking for in a job or company?
- What do I have to offer to this company?
- What sets me apart from other applicants?

WHAT TO COVER

Your introduction will depend on your situation. In some situations, you may need to introduce yourself, while in others, you already will have been introduced. Discuss your education and experience and mention how they have led to your goals for this position and future career. When you talk about your greatest strengths and skillsets, prove them by demonstrating how you have used them or how they have led to an accomplishment. Always bring everything back to how your experiences and skills will benefit **this company** or **position**. During an interview, you will need to provide more details, so this commercial may be expanded to cover all of the important points and may last longer than 30 seconds. Your conclusion will depend on the situation, but should address why you are there.

WHAT TO REMEMBER

Be confident and engaging. The goal is to sound authentic and non-scripted, so practice, but do not recite your commercial word for word. All information should be professional, relevant, and without personal details (age, family, politics, religion, etc.).

Get Started

My name is _____

I am a student/recent graduate of Missouri State University where I am majoring/majored in

My experience (describe)

I am (name your strength) _____, which I have demonstrated by (give an accomplishment)

I am looking for a position/company where I can (identify goals)

I would be an asset to your company because

Enter your 30-second commercial here:

