A guide to the 30 Second Introduction Commercial

Hello my name is Pauleen and I am a student assistant in the Career Development Center at the University of St. Thomas.

A "commercial" is essentially a 30 second monologue describing the benefits of buying a particular product or service which in this case is **YOU**

Your commercial enables the listener to become aware relatively quickly of specific unique and impressive attributes you can bring to the position.

There are many uses of the "30 second Introduction commercial" it can be used:

- During an interview as it answers the question: "Tell me about yourself"
- In a cover letter to highlight your background and key abilities.
- At a professional, social, or organizational meeting when you are asked to introduce yourself.
- When networking as it is the basic introduction of who you are and what you are seeking.
- It is also used as your opening statement in telephone contacts with employers.

There are a few guidelines to developing the commercial. First of all, keep it short and sweet. If more detail is required, your contact will ask. The intent of the 30-second sound bite is to give them a solid statement they will be able to remember.

- Use ● crisp, ● concise ● and memorable language do not get over detailed.
- State the position you are seeking
- Sell your professional abilities and experiences
- Emphasize your individual strengths, and link them to the perceived needs of the employer.

Don't just assume you will have a great answer when the time comes. As you reach out to network with others, you will be required to cut to the chase quickly. Most contacts are not looking for your life history. They are looking for your bottom line. Develop a level of comfort in your personal presentation of who you are and what you are looking for by rehearsing and practicing delivery of your Thirty Second Commercial. Do it over and over until you get it right. Drive your roommate crazy if you must!

Here is an example of a "30 Second Introduction commercial"

[Pause and compose]

Hello. My name is Kathy Thompson and I am a senior Finance major at the University of St. Thomas. Last summer, I had an internship with Johnson Financial and was able to participate in a variety of company operations. The most interesting project I worked on was redesigning the company's service demonstration events for the Mid-West region. This was invaluable training because it afforded me greater insight into the finance industry and allowed me to show my ability as a team player. Perhaps best of all, it confirmed my desire to become a financial manager for a top-10 firm.

I do several things well, but I am most skilled at communicating with a diverse group of people and organizing and presenting data analysis.

I am now interested in a position as a financial analyst where I could utilize my skills in a business environment to help an organization achieve its goals.

[Pause and compose]

As you can see the "Thirty-Second Introduction Commercial" is a tool that can have many uses and benefits. It is something you should practice and perfect!

These are a few points concerning your 30 Second Introduction Commercial. If you have additional questions about this or any other career related concerns, be sure to visit the University of St. Thomas Career Development Center for additional resources or to meet with a counselor.