

30 Second Commercial

Rev 1/2021

What is a 30-second commercial?

A 30 second commercial is a brief yet powerful way to introduce yourself, your brand, your skills, and interests to people you would meet in your career development. It can be used at the beginning of a networking meeting, or can be expanded to answer the most commonly asked interview question, "Tell Me About Yourself"

Questions to Think About in developing your 30-second commercial

1. What are your short-term and long-term career goals?
2. What skill, strength, or experience do you have that would help you realize your goal?
3. What accomplishments/ experience proves you have that skill, strength, or interest?
4. What are you searching for in a job or internship experience?
5. How can you immediately benefit the program?

Template for the 30 Second Commercial

(begin with a firm handshake and eye contact)

"Hello, my name is _____ (first name, pause slightly then your full name)

I am a _____ (grade and major, or job title or profession)

I have some experience (or interest) in _____ (types of work skills or experience), and I am planning on using my experience and goals as _____ (career goal)

My background includes _____ (relevant work, internship experience)

My unique qualities _____ (skills, abilities, etc.) and I am interested in learning more about how those skills can be an asset to your company

30 Second Commercial Sample

Hello, my name is Victor, ... Victor Mendoza.

I am a student athlete and psychology major in my junior year.

I have always been interested in the field of mental health and would eventually like to be a psychologist, so am looking for practical experience providing direct support services to students and others in need.

I am very organized, empathetic and dedicated to helping people and my time as a student athlete has allowed me to sharpen my time management, decision-making and goal-setting skills.

I am very interested in learning more about your organization and to see how I could help you in your mission as a human services organization.