

Developing a 30 Second Commercial

Structure

A “commercial” is essentially a thirty-second monologue describing the benefits of buying a particular product or service – **YOU**.

Purpose

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

Advantage

You come across more poised and confident simply by opening with your commercial.

Uses

- ❑ At an interview – in answer to the question – “Tell me about yourself.”
- ❑ In a cover letter – to highlight your background and key abilities.
- ❑ Professional, social, organizational meetings – when you are asked to introduce yourself.

Contains Personal Attributes

- ❑ Uses crisp, concise, and memorable language-- not over-detailed and rambling statements.
- ❑ States the position you are seeking.
- ❑ Sells your professional abilities and experience.
- ❑ Emphasizes your individual strengths and links them to the perceived needs of the employer.
- ❑ Uses descriptive statements of your acquired skills and abilities.

Example #1: Recent Graduate

My name is John Davidson. I am a junior at the University of Delaware, majoring in Business Administration with an interest in marketing and communication. While attending the University, I have been involved in several organizations and have worked as an intern for a local financial services company.

I do several things well, but I am most skilled at communicating with diverse groups of people and organizing activities and events. I'd like to give you an example of where I've used these strengths. While an active member and Vice President of the Business Students' Association at University of Delaware, I helped organize and plan a business speaker series with several local companies in Delaware. This included contacting potential speakers, conducting phone

interviews, confirming discussion topics, and arranging for the location and time. This process started with surveying the student membership for interest in certain speakers and deciding on dates that they could participate. The next step was researching organizations and contacting representatives to see if they were interested in coming to the University and speaking to the students and, finally, confirming and planning the logistics for their visit.

I have also worked as an Intern with Morgan Stanley Dean Witter where I organized and planned the brokers' meetings and conferences on a daily basis. This position required contacting customers and arranging agreeable times for meetings.

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

Example #2: Returning Adult

My name is Jada Smith. I am a seasoned communicator and possess strong interpersonal and influencing skills from having served as an associate scientist, recruiter and director of a large performing arts group. I enjoyed working in the scientific field but I am seeking opportunities outside of the laboratory to use my communication skills as a more integral part of my work.

I have strong verbal and writing skills as a result of having a double undergraduate degree in Chemistry and English. I have designed the company newsletter and written articles that pertain to the latest drugs on the market. I would like the opportunity in my next job to utilize my language skills in French and Spanish as well as leadership skills that I acquired from serving as president of the National Association of Chemists.

I'm looking to obtain a position in the field of marketing, recruiting or pharmaceutical sales where I can fully build on my excellent communication skills.

Samples of sentences you can use writing your commercial:

- I am an experienced security guard with detailed knowledge of security systems.
- I also have a solid background in...
- I have extensive knowledge in...
- I have made presentations to...
- I am exceptionally good at...
- I do several things well...
- My strongest skills are....
- I have _____ years of experience in ...