

# 30 Second Commercial

## How to sell yourself!

**What:** The 30 second commercial is a short background on yourself that explains you as a professional.

**Who:** Your commercial is used if talking to potential employers, family, friends, or business connections!

**When & Where:** It is used at a Career Fair to introduce yourself, in an interview to respond to “please tell me about yourself”, when networking with new connections, or simply to tell someone about your career.

**How:** To begin writing your 30 second commercial start with these ideas:

What is your career goal/interest area?

What are your experiences? (work or school)

What are your strengths/unique qualities?

What is your goal at the moment? (gain more experience, obtain a job, etc.)

**Example:** “Hello, my name is (full name).”

“I am currently a (student or employee) at (company or school).”

“My interest area is (interest/career goal).”

“The experience I gained at (project/job) makes me a strong candidate in (strength & strength).”

“I will be (graduating/looking for an internship) in (month/year) and I’d be interested in learning about any opportunities you might be aware of in the area.”

**Tips:** Practice, practice, practice to make the commercial flow naturally.  
Be prepared to answer follow up questions.