

YOUR 30-60 SECOND COMMERCIAL

You only have a few minutes to sell yourself to a prospective employer - how do you do it? The 60-second commercial is a **quick way to advertise your strengths**, in a short span of time! This tactic is ideal for when you meet employers. **Be sure to keep it career focused and avoid personal information (where you were born, and date of birth, etc).**

Key Points

- ❖ It's the answer to the question, "So tell me about yourself"
- ❖ It's designed to position yourself and sell your most marketable skills
- ❖ Serves as a summary of your background, strengths and accomplishments
- ❖ May need to be customized for the target audience or what the audience is interested in

Key Items for Inclusion

- ❖ Number of years of experience
- ❖ The kind of experience such as: management, marketing, sales etc.
- ❖ Key skills and tasks that relate to your goals: strategic planning, business generation and people development
- ❖ Personality traits and characteristics that make you unique

60 Second Commercial Guide

The 60-second commercial is a guide to help you consider how to begin a conversation and points you want to mention as you introduce yourself to employers. You will not follow this style/format word for word, but it serves as an example as you prepare to communicate appropriately and confidently with employers.

My name is _____, a freshman/sophomore/junior/senior, _____ major at Al-Hussein Technical University in Amman. I am very interested in your company because (focus on the employer, not your needs/desires). May I give you a copy of my resume?

I am interested in talking with you because _____
(keep it employer focused while touching on what you can provide/bring to them. Intertwine your interests as appropriate. Share how your background fits with an employer's needs). Share experience that is relevant to your career/industry interests that would be appropriately memorable to an employer.

Possible Talking Points: REMEMBER THIS IS A CONVERSATION.

- ❖ From the research I completed about your organization I realized _____. Your company appeals to me because _____.
- ❖ I have taken a variety of courses in _____ that have prepared me for this next step. My experience with _____ has further prepared me for this opportunity because _____.

Possible Questions/Comments to Add to Your 60-Second Commercial:

- ❖ What would it take to exceed your expectations for the opportunity?
 - ❖ What are you looking for in incoming interns/hires?
 - ❖ What have been some challenges previous hires have faced in being successful in this position?
 - ❖ What factors are most important in your candidate selection process? Grades? Experience? Something else?
 - ❖ Can you tell me about appropriate follow up at this point?
 - ❖ Thank you for your time today. I will follow up with you as you suggested. I look forward to speaking with you soon.
-