**Developing a 30 Second Commercial**

**What is it?**

One of the keys to successful interviewing and networking is to make a really strong first impression. One of the first opportunities to make this impression is very often the result of responding to the question “Tell me about yourself.” The answer is your personal “commercial.” It is essentially an overview of your experience, skills, strengths, accomplishments and goals – all in 30 seconds!

**When will I use it?**

You will use your 30 second commercial throughout your professional life. Some of the situations where you will be able to use it now, with a few minor adjustments, are:

 • At an interview

 • In a cover letter, to highlight your background and key abilities

 • At professional networking events, when you are asked to introduce yourself

 • In cold calling employers for a co-op or full-time job

 • When introducing yourself to a potential employer at a career fair

**What can I include?**

* Name
* Major
* Career goal
* Adjectives to describe yourself
* Past or current work experiences
* Your hometown
* Extracurricular activity involvement
* One notable accomplishment
* Reason you would be a good fit
* Skills you could use on the job
* Volunteer experience
* A value

**Getting started**

“My name is Kelly Kapowski and I’m a business major. I’m really proud of…”

“Currently I’m majoring in communication at Drexel University. One day I’d like to…”

“Three words to describe me are…”

“I knew I’d be a great fit for this job because…”

“I decided to pursue environmental science because…”

**A few reminders…**

Keep in mind that the 30 second commercial often leads into the employer asking you follow-up questions. Be prepared to expand on any piece of information you include. Practice your 30 second commercial, but avoid sounding over prepared or too rehearsed. Be your confident, natural self.

**Begin writing your 30 second commercial here:**

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