

30 Second Commercial

Questions to think about in developing your 30-second commercial:

1. What is your career goal? (usually in the form of doing something for someone)
2. What skill, strength, or experience do you have that would help you realize that goal?
3. What accomplishment proves you have that skill, strength, or experience?
4. What are you searching for in a job or internship?
5. How can you immediately benefit the organization?

Template for 30-second commercial:

“Hello, I am _____.”
[State Your Full Name]

“I am a _____.”
[Job Title, Profession, or Major]

“I am planning on using my skills and experience as a _____.”
[Career Goal]

“With extensive experience in _____.”
[Types of Work Skills or Experience]

“My background includes _____.”
[e.g. 1 year working as a research assistant in the Psychology Department].”

“My unique qualities are _____.”
[Describe Qualities]

“I am interested in learning more about how my skills can be an asset to you and your company.”