

Develop Your 60 Second Commercial

This short verbal presentation should:

- be an advertisement
- highlight your strengths and education
- be tailored to each situation
- demonstrate your enthusiasm, personal style, and judgment

This commercial can market you effectively in a variety of situations besides the job fair such as:

- social occasions
- networking
- cold calling
- information interviewing

Also useful when answering interview questions such as:

- Tell me about yourself
- Why should I hire you?
- Why are you qualified for this job?
- Why do you want this job?

Putting your 60 second commercial together

"Tell me about yourself"

- Background - education and/or how you began in the world of work
- Skills, Strengths, and Accomplishments
- Job Focus and future career plans

60 Second Commercial Example

Background: My degree is in finance and I will be graduating in December. While attending college I worked 25 to 30 hours a week. I spent the last 4 semesters working in a cooperative education position for Hastings in their accounting and finance department. I was able to get "hands-on" experience in cost accounting, cash-flow analysis, budget developing and I assisted in preparing client proposals.

Skills, Strengths, and Accomplishments: Through these job experiences I have been given the opportunity to polish my customer service skills as well as gaining technical skills. I have strong planning and documentation abilities and I am analytically oriented.

Job Focus and future career plans: My career goal is to work for a bank and eventually become a loan officer. I believe I have the key traits for success in banking. I have good common sense, I can juggle multiple tasks, I have a positive attitude and excellent communications skills. My greatest strength is my capacity to get along with a wide variety of people and personalities.

Putting your 60 second commercial together

"Tell me about yourself"

- Background - education and/or how you began in the world of work
- Skills, Strengths, and Accomplishments
- Job Focus and future career plans

Your 60 Second Commercial

Background:

Skills, Strengths, and Accomplishments:

Job Focus and future career plans:
