

THE 30 SECOND COMMERCIAL: **HOW TO SELL YOURSELF**

PURPOSE

Your 30 Second Commercial is a networking tool to “hook” the interest of a prospective employer or contact regarding your skills, interests and goals. You should not only capture their interest, but outline how your skills match their company needs.

EXAMPLES

Hello, my name is Ima Spartan. I am a communication major at MSU graduating in May 2014. Through my first internship, I had the opportunity to work with a non-profit organization managing fundraising efforts at a major event. This experience helped me to understand the importance of relationships in fundraising, and I would like to continue exploring how organizations successfully build relationships with donors through an internship with your organization. Can you tell me more about an intern’s role with fundraising efforts at “Organization XYZ?”

Hello, my name is Ima Spartan. I am a freshman journalism major at MSU. I am currently exploring career options that would allow me to utilize both my strong writing skills and creativity. Through my research of “Company XYZ,” I know that these are both skills that are sought in intern candidates at your company. I would like to learn more about the role interns play at “XYZ.”

RESEARCH EMPLOYERS ATTENDING THE CAREER FAIR

- Identify the top 10 employers that interest you most. Research the organization’s website and what they are looking for in an ideal candidate.
- Content knowledge: Knowledge related to the experience that you have with a topic (i.e. familiarity with information technology, social media marketing, public relations strategies)
- Skills: Abilities that are expected for the job (i.e. writing, communication, technical skills)
- Qualities: Attributes or values that influence how you approach your work or present yourself to the world (i.e. enthusiasm, strong work ethic, dedication)

ASK THOUGHTFUL QUESTIONS

- What specific skills and qualifications does your organization look for in its candidates?
- What challenges and opportunities are associated with this position?
- What advice do you have for someone wanting to enter the field?
- Could you tell me about how you got to the position you are at today? What do you enjoy most about your job?
- May I follow up with you later if I have additional questions? (If yes, ask for a business card.)

GUIDELINES

- Introduce yourself
- State your program/major
- State your expected graduation date
- State your purpose (more information, full-time employment, an internship or co-op, questions, etc.)
- State your area of interest with the organization and how your skills, personal qualities, or experience relate and can benefit the employer

SET A GOAL

- What do you hope to accomplish at the career fair?
- To make a good impression for a job or internship.
- To learn more about a position or company.
- To receive more information about what recruiters are looking for in a candidate.
- To obtain a contact for an informational interview or for shadowing a professional to learn more about the field.

CONNECTING YOUR SKILLS TO WHAT THE EMPLOYER IS LOOKING FOR

Considering your research about the company, what information about your experiences, skills and background will be most interesting to the person you plan to meet?

REMEMBER TO

- Smile and firmly shake their hand when you introduce yourself
- Bring copies your most up-to-date resume
- Dress and act professionally
- Thank recruiters for their time
- Follow up with recruiters after the career fair