

## 30 Second Commercial

The 30-second commercial is a statement to describe the skills, experiences, and services that you have to offer an employer. It is essentially a brief monologue that sells your professional abilities and reflects your ideal job profile.

### How do I create it?

Choose a combination of the following components that will comprise your pitch:

Greeting .....include your first and your last name

Experience .....accumulated experience in your specific industry and jobs

Areas of Expertise.....your major job functions and skill categories

Strengths .....specific skills that you possess

Accomplishments .....specific accomplishments that emphasize your strengths

Professional Style....traits & characteristics that describe how you perform your job

Job Search Strategy.....what you want to do with your experience

### Example:

Greeting: Hello, my name is \_\_\_\_\_.

Experience: I'm an experienced \_\_\_\_\_.

Areas of Expertise: I have \_\_\_\_ years of experience in the \_\_\_\_\_ industry with expertise in \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

Strengths: My strengths are \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

Accomplishments: I have been recognized for \_\_\_\_\_.

Professional Style: I'm \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

Job Search Strategy: I am interested in expanding my experience into\_\_\_\_\_.

**Create your 30-second commercial below:**