

Personal Commercial

A personal commercial, also called an elevator speech or a 30-second speech, is a sound bite that briefly introduces yourself, your dream job, and your unique qualifications. It should be future focused, not a history lesson.

Your elevator speech can include your name, program of study / specialization, field of interest or desired position, and something about your skills, experience, talent or accomplishments.

Uses for a Personal Commercial

- Any cold call opportunity
- Voice mail / E-mail message
- Career / Job fairs
- Receptions
- Interview introduction
- Conferences
- Any networking opportunity

Components of a Personal Commercial

- I am (name, education, desired position, personal strengths)

- What I have done (strongest areas of accomplishment)

- My interests are (knowledge / experience / skills)

- What I want to do in the future (make a request: for career advice, a referral, an informational meeting)

Example:

"Hi. I'm Savannah Storm. I'll be graduating from Chemeketa in June with an associate degree in Human Services and I have a real passion for helping youth. I enjoy working with adolescents and young adults and I believe I relate well to this age group and can quickly build trust with them as clients.

"At my practicum site at the Salvation Army, I organized a mentoring program called MotherWise to match teen moms with adult women mentors. I am interested in continuing to work with teen mothers and developing my experience in coordinating community resources and program development. Do you know of any other organizations or agencies in the area serving teen mothers?"