

# Developing Your Career Commercial

## **What is a Career Commercial?**

A Career Commercial, also known as an Elevator Speech, is an excellent way to introduce yourself to potential employers and network contacts. This short, professional introduction allows you to convey who you are, the skills and qualifications you possess and how you can be a benefit to employers without taking a lot of time.

## **How Long is a Career Commercial?**

The length of your commercial will vary depending on the situation. It may be as short as 15 seconds or as long as a full minute. Because timing can vary, it is best to have a longer commercial that can be adapted to meet shorter time frames.

## **Where to Use a Commercial?**

A career commercial is appropriate to use during most situations. Once the foundation of a commercial has been established, one can easily modify it to fit the appropriate circumstance.

A career commercial can be used at:

- Job Fairs
- Cold Calls to Employers
- Informational Interviews
- Networking Events
- Social Occasions
- Job Interviews (“Tell me about yourself.”)

## **What to Include**

While the information included in your professional commercial is up to you, it is recommended that you include the following:

- Name
- College, education, training, certifications, etc.
- Field or industry in which you work or wish to work
- How you are different from other candidates—what sets you apart from the competition?
- Skills/experiences that you possess
- Quality adjectives to help describe you
- Numbers and figures as appropriate

## **When Creating Your Commercial...**

Do:

- Write and rewrite your commercial until it is professional and succinct
- Practice your commercial. The more you practice, the more comfortable you will be presenting it.
- Incorporate passion into your commercial
- Adapt your commercial to fit the situation
- End with a request such as asking for a business card or interview (ex. “If possible, I would like to schedule an interview to further discuss my qualifications.”)
- Consider using a hook of some type to intrigue employers to want to hear more (ex. A teacher might say, “My name is Amanda and I am shaping the future.” This type of opening may intrigue the employer who will then ask for more.)

## **When Creating Your Commercial...**

Do Not:

- Rush or ramble through your commercial
- Fail to make a couple of commercials for different audiences and situations
- Talk like a robot when presenting your commercial—remember to sound natural and to incorporate emotion.
- Forget to update your speech as your situation changes

## **Career Commercial Examples**

### **Example 1**

“Hello, my name is \_\_\_\_\_. I am currently a junior, majoring in Computer Science and working part-time as a Project Leader at Bowie State University’s Department of Information Technology. This role has enhanced my communication, management and leadership skills. In addition, I had an internship over the summer with XYZ Company where I worked in a team environment on a variety of marketing and website development projects. I recently read an article about your company's plans for business growth in the Northeast, and I'm interested in learning more. Is it possible to schedule a time to discuss the company and entry level positions with you?”

*Resource: <http://careerservices.rutgers.edu/careerservicesguide/commerical.html>*

### **Example 2**

“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 as an intern 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. Through these job experiences I have been given the opportunity to polish my customer service skills as well as gain technical skills. I have strong planning and documentation abilities and I am analytically oriented. 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 communication skills. I think my greatest strength is my capacity to get along with a wide variety of people and personalities.”

*Resource: <http://wtcareer.wtamu.edu/cs/student/presentation/commercial.htm>*