

# YOUR 30-SECOND COMMERCIAL

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*Use the following guidelines to develop an introduction to use when meeting employers at career days and other networking events. Your goal is to create a positive and lasting impression in a brief amount of time.*

## ► RESEARCH

- Preview the list of organizations participating in the event and plan a strategy for the day. Put together an “A” list and a “B” list of employers you want to target. Lists of participating employers at Princeton career fairs are available on our website two weeks prior to the events.
- Research all the employers on your “A” list. Look for current facts about the employer, including press releases announcing new projects or developments that will help you make an impression on recruiters.

### Current Facts:

1. \_\_\_\_\_
2. \_\_\_\_\_

Review job descriptions pertinent to your major for employer requirements. Note specific knowledge, skills, and abilities they seek. List academic or employment experiences and activities where you demonstrated these skills.

### The employer is seeking:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### My qualifications and selling points:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

- Review the employer’s mission statement and look for key words that indicate the personal qualities the organization values in its employees. List 2 or 3 of your personal qualities that closely match.

### My personal qualities:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## ► DEVELOP YOUR INTRODUCTION

- Review the sample below. Using the information above, prepare and practice a brief 60-second commercial or introduction to use when meeting employer representatives.

*Hello, my name is \_\_\_\_\_. I am currently a junior, majoring in economics and working part-time as a supervisor at XYZ company. This role has enhanced my communication, management, and leadership skills. In addition, I had an internship over the summer with ABC 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.*

### Notes:

1. Practice your introduction with a friend or career counselor so it sounds conversational rather than rehearsed.
2. You may want to break your opening remarks into two or three segments rather than delivering it all at once.