Developing Your 30 Second Commercial

Use the following outline to introduce yourself to potential employers at career fairs, mixers, networking functions, etc. It is possible to have more than one 30-second commercial. Use this as a worksheet to outline your introduction.

Hello, my name is ______________________ and I am a (level in school) __________________ at Fresno State majoring in ________________________. I am interested in a career in (or position as a) ________________________________ in the ________________ field (industry). I have been involved (during school) in ______________________. I have also worked/volunteered/interned as a ______________________ with ___________________ and discovered that I really enjoy _________________________________. Could you tell me more about ________________________________?

Hello, my name is ______________________ and I am a (level in school) __________________ at Fresno State majoring in ________________________. My interests are (relevant to the listener's needs) ____________________________________. I know about your organization (I have done research) _________________________________. My skills/accomplishments are ______________________________________________________________________. Could you tell me more about ________________________________?

Paragraph of Your 30 Second Commercial

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________