

Developing your Career Commercial

A Career Commercial, also known as an elevator speech, is an excellent way to introduce yourself to potential employers and network contacts. It is a way to advertise who you are, the skills and qualifications you possess and how you can benefit employers. Additionally, it is appropriate to use in multiple situations.

What is a Career Commercial?

A career commercial is a short, professional introduction about yourself. It allows you to convey important information to a lot of people 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 economics and working part-time as a supervisor at McDaniel College’s Information Technology Department. 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?”

<http://careerservices.rutgers.edu/careerservicesguide/commercial.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.”

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