

## Thirty-second Commercial

A 30-second commercial is a brief statement you can use when doing your networking, speaking to employers at job fairs, introducing yourself to an employer, etc. It is intended to be a brief synopsis that sells your skills and desired employment situation. Practice your commercial a few times so it sounds natural. These statements can include any or all of the following:

**Greeting:** Hello, my name is \_\_\_\_\_.

**Experience:** I am an experienced \_\_\_\_\_. OR  
I have \_\_\_\_ years of expertise in the \_\_\_\_\_ industry.

**Strengths:** My strongest skills are in \_\_\_\_\_ and \_\_\_\_\_.

**Accomplishments:** I have received awards/recognition for \_\_\_\_\_.

**Area of Interest:** I am interested in working in the field of \_\_\_\_\_. OR  
I am interested in expanding my expertise in \_\_\_\_\_.