

# 60 Second Commercial

## SHORT VERBAL PRESENTATION SHOULD:

- be an advertisement
- highlight your strengths and education
- be tailored to each situation
- demonstrate your enthusiasm, personal style, and judgement

## **Can market you effectively in a variety of situations:**

- job interview
- networking
- cold calling
- information interviewing

## **Useful when answering interview questions:**

- Tell me about yourself
- Why should I hire you?
- Why are you qualified for this job?
- Why do you want this job?

## PUTTING YOUR 60 SECOND COMMERCIAL TOGETHER:

### **"Tell me about yourself" - Address the following:**

- Background - education and/or how you began in the world of work
- Skills, Strengths, and Accomplishments
- Job Focus and future career plans

## 60 SECOND COMMERCIAL EXAMPLE

- **Background**- "Hello my name is (\_\_\_\_). I'm a student at the Houston Academy for International Studies early college High School. While attending high school, I am also earning my associate's degree from HCC. I will graduate both HCC and high school in May 2020."
- **Skills, Strengths, and Accomplishments**- "I've taken 4 years of both Spanish and Chinese and feel fluent to hold basic conversations in both languages. I also have experience in Micro Soft Office Word, Power Point and Excel 2016. My strengths are \_\_\_\_ which I have developed in my classes by \_\_\_\_\_. (Ex: I have been given the opportunity to polish my customer service skills as well as gaining technical skills in my Junior Capstone Project were we \_\_\_\_\_. I have strong planning and documentation abilities and I am analytically oriented.)"
- **Job Focus and future career plans**- "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 communications skills. I think my greatest strength is my capacity to get along with a wide variety of people and personalities."