

One Minute Commercial



The Elevator Speech

A **one minute commercial** is an introduction of yourself prepared to use any time you have the opportunity to speak to a potential employer, client, or anyone you would like to add to your network of contacts. It is a message created to communicate who you are - your "personal brand". Think of yourself as a salesperson with a very personal product to sell (you). What would you want to say in a 30-second to two minute commercial for yourself that you would put on your favorite radio station? Or think of getting into an elevator and maximizing your opportunity to meet someone who may be influential in your career direction in the time it takes an elevator to go between floors. An "**elevator speech**" is another name for a short description of who you are that stimulates conversation. It captivatingly summarizes your skills, abilities, and previous experiences.

Keep it simple and brief and include:

- Who you are
- What you want to do for people or businesses
- How businesses or people benefit from what you do

Illustrate how you are unique with a short story demonstrating your qualities using strong, action-packed words. Make a connection between yourself and your new acquaintance. End with a question leading them into conversation. If job searching, include your target statement, stating what position you are seeking, job title, function, and industry. Be adaptable by tailoring it to your audience and sound natural by not memorizing it; but practice! This is a speech you can prepare ahead of time and rehearse, so that you know exactly the message you want to convey.

You can use your one minute commercial in several ways. In an interview, it can be a great answer to the common question, "Tell me about yourself." After applying for a position, you can contact the employer to follow up by either phone or email. While networking for job possibilities or unexpectedly meeting someone new, it will allow you to make a good first impression. You may be making contacts for new customers. It is useful when you attend an event, a conference, a convention, or some other type of meeting with networking opportunities.

Samples

"Hello. My name is Eileen Conner. I'm a production assistant with a B.A. in Communications and three years of solid broadcasting and public relations background. I have extensive experience developing and researching topics, pre-interviewing guests, and producing on-location video tapings. I've been watching your station for some time and I've been impressed with your innovative approach and your fast growth. I recently sent you my resume and was wondering if you anticipate any openings that might be appropriate for someone with my experience?"

"During my career, I've been a senior manager in banking involved in activities such as creating, building, and re-engineering departments, designing management information systems, negotiating deals, and mentoring high-potential employees. Most recently, I've taken a sabbatical to get my Master of Management degree, which I've chosen to add to my original MBA. While I think it's important to keep an eye on the bottom line, I'm fully convinced that people are a company's most valuable assets. I'm looking for a management role that will combine my background and interests in human resources and finance. I see myself working most effectively in a small to mid-sized company. What's most important to me is that I be able to create an environment that brings out the best in people while being financially successful and market-driven."

OVER

Developing Your One Minute Commercial

List accomplishments—paid, unpaid, work, education, life, experiences...

List your most important skills and strengths...

What are you interested in doing? Internships, job openings, company information...

Tie these aspects together to create a consistent message about who you are.