30-Second Commercial Guidelines/Templates

Use one that works for you

What is a 30-Second Commercial? The 30-Second commercial, or ”elevator pitch,” is a short statement of who you are as a professional and your target career path. It can be shorter than, or slightly longer than 30 seconds and should go beyond a simple summary of the job titles you've held.

When do you use the 30 Second Commercial? Whenever and wherever you are asked, “What do you do?”

Why is the 30 Second Commercial important? People often have an incomplete understanding of your professional background, let alone your career aspirations. Helping others know Who / What you are, and your target jobs, enables them to be most useful to you. It also avoids wasting others' time by referring us to jobs/resources we don't need or want.

What are the key elements of a 30-Second Commercial?

> ***Brand*** – Communicates who you are. How you show up. Your areas of passion. Your trustworthiness and credibility.
>
> ***Key Skills/Areas of Expertise*** – Highlights what you're best known for and the value you bring to employers to meet their business needs and demands.
>
> ***What you Want to Do/Call to Action*** – The specifics of your career aspirations, e.g. target companies, industries, job roles (and level of responsibility). This helps others explore possibilities with you.

Here are 4 templates to help you build your own 30-second commercial. This is not a “one-size-fits-all” exercise; use one, or even combine elements of these templates.

Template #1

Hi, my name is (first) (last), I help (people/businesses) grow their (insert words) by providing them with (insert words).

> Example:
>
> *Hi my name is John Doe. I help companies improve their recruiting success by utilizing the latest researching tactics such as LinkedIn recruiter, definitive and association membership. In addition, I believe that consistent and proven processes should be applied across all recruiting functions within across the organization. Could we schedule 15 minutes to talk later so I can learn more about your company's needs or other organizations with which you recommend that I speak?*

Template #2

1. Start by introducing yourself

2. Provide a summary of what you do

3. Explain what you want

4. Finish with a call to action

Example:

Introduction: *Hi, my name is Jane Doe. It's so nice to meet you!*

What you do: *I'm a Talent Development Manager specializing in overseeing learning and development initiatives that drive employee engagement through professional development*

Want: *I find the work your company does to be innovative and refreshing and I'd like the opportunity to put my expertise to work for your company.*

Call to action: *Would you mind if I set up a quick call next week for us to talk about any upcoming opportunities on your team?*

Template #3

1. My name is _____ and I'm an (title or similar)

2. Your brand statement- 6-8 catch works or key attributes that define you and what you do well

3. I am best known for (include an accomplishment)

4. My next step is (describe your goal in specific terms, targeted companies, positions, etc.

5. Action Step- By chance do you know anything about the companies or positions I mentioned or have any suggestions?

Example

Name *Hi, my name is Jane Doe*

Brand- *I am a Merchandising Analyst, helping stores stock the right products*

at optimal quantities at the best price

Accomplishment- *I love challenges. In fact, last year I saved over $7K by targeting low-cost off-shore suppliers.*

Goal- *I'm currently looking at similar Merchandising Analyst positions at companies like ABC and XYZ.*

Action Step/Close - *By chance, do you know anything about these companies? Or have any suggestions?*

Template #4

1. Share your **name and briefly describe yourself**

   - *Hi, my name is Bill Doe. I'm an English teacher obsessed with clean and precise language.*

2. Briefly talk about **your experience**

   - *I've been teaching for five years now, and every year I push students to read and think and discuss, but more than anything I push them to write.*

3. Talk about your favorite parts of your **previous experience**

   - *My favorite part of my job is actually diving deep into the language. For me, polishing text and teasing out meaning are the highlights of my day.*

4. **Connect to the career change you are trying to make.**

   - *That's why, after some serious self-reflection, I've started looking into becoming an editor. I know it's a competitive field, but this is the kind of work that's really exciting to me.*

5**. Action Step**

   - *By chance do you know anyone who might be looking to hire for the job(s) I mentioned? Do have any suggestions for people I should connect with?*

Key Takeaways

1. KEEP IT SHORT AND SWEET: Your elevator speech is a sales pitch. Be sure you can deliver your message in 60 seconds or less.

2. FOCUS ON THE ESSENTIALS: Say who you are, what you do, and what you want to achieve.

3. BE POSITIVE AND PERSUASIVE: Your time is limited. Focus on what you want to do, not what you don't want to do. Be upbeat and flexible.

4. PRACTICE, PRACTICE, PRACTICE: Deliver your speech to a friend or record it, so that you can be sure that your message is clear.