

HOW TO GIVE A ONE MINUTE COMMERCIAL



In the first 4 seconds:

- ✓ Look the employer in the eye and smile
- ✓ Shake hands (use a firm confident handshake)
- ✓ Use the person's name, if known, then begin giving your One-Minute Commercial

One-Minute Commercial Examples

If you have limited related experience: Tell them about your skills

"Hello, my name is Sam Somebody. I am majoring in Accounting at Lakeland, and I plan to graduate this coming spring. I have working knowledge of performing general ledger and accounting reconciliation, using software such as Peachtree and Microsoft Office spreadsheets and databases, generating financial statements, and more. I used this knowledge and skills such as analytical problem solving and my excellent communication skills to maintain financial records for a student fundraiser project and to keep the coordinators up-to-date on the status of the budget. I am very interested in hearing about opportunities at your company where my skills can help you. May I give you this copy of my resume?"



If you have previous, related experience: Tell them about your work experience or internship

"Hello, my name is Sue Smith, and I graduated with an Associate's degree in Accounting. I am very interested in obtaining a staff accountant position. In addition to earning my degree, I've worked as a bookkeeper for five years. I also completed an internship in accounting at Del-Tel Corporation where I assisted the senior accountant in performing the year-end closing of entries. My supervisors have told me that I have excellent problem solving skills as well as communication and teamwork skills. I am very interested in your company and wondering how you might see my background helping you. May I give you this copy of my resume?"

If you have researched the company ahead of time (which you should!)

Sneak into the conversation a few relevant facts that you know about the company or their reputation that make you interested in working for them. (Do NOT include personal benefits to you such as you heard they pay well or the location is close to your home!) Or ask questions that will demonstrate your interest in their specific organization.

Close the conversation

"Is there anything more I can tell you about my qualities?" "I appreciate you spending time to speak to me and it was great to meet you. Do you have a business card?"

How to Prepare Your One-Minute Commercial

Step 1. Review:

- List 1-2 past jobs, projects or tasks that you have accomplished.
- Select 2-3 of your skills related to your job goal.
- List 2-3 personal qualities that you possess that make you a good worker.

Step 2. Write:

- Choose which details you want to weave into your commercial.
- Write out your commercial.

Step 3. Rehearse:

- Practice reading your script out loud and to friends or family. Ask for their suggestions.
- Time yourself to get it down to 60 seconds. The more you practice, the more confident you will feel and appear.