

RECIPE FOR YOUR 30 SECOND COMMERCIAL

5 Ingredients Needed:

Name + education/work experience + greatest accomplishment + target companies + ways you can help

- Step 1:** Introduce yourself – name and where you're from originally or something else interesting about you (if you feel comfortable sharing that).
- Step 2:** State what your profession is and what your education or training is in (if applicable/relevant).
- Step 3:** State the industry/company in which you used to work and your greatest accomplishment.
- Step 4:** State what companies you're targeting in your job search. List specific names of target companies/organizations!
- Step 5:** Let them know of any contacts or connections *you* have and/or how *you* can help others. **Be of service!**
- Step 6:** Offer your business card and ask for the other person's card and/or to connect with them on LinkedIn.

30 SECOND COMMERCIAL SCRIPT

- Hi, I'm _____ (speak your name very clearly).
- I am an experienced _____ (e.g. engineer, salesperson, accountant, etc.) or I am a professional in the _____ area.
- Most recently I worked as a _____ (prior job title) for _____ (name of company) where I _____ (key problem solved/major accomplishment).
- My focus (or specialty) is in _____, and I have a degree in _____ - or - I am trained in _____.
- Currently, I'm in a job search (or looking to change careers) so that I can continue to assist companies with these kind of issues.
- I am focusing my search on _____ (list specific names of companies or target industries – at least 3).
- I know people in the _____ industry and also have some contacts at _____. Here is my business card. May I have your card too?