

**YOUR PERSONAL INFOMERCIAL** Being prepared to deliver a personal “sound bite” or infomercial at a moment’s notice is critical to your job search. You will use this valuable tool in a variety of settings, including:

- In job interviews in response to the question “tell me about yourself”
- At job fairs
- To network with individuals or in groups
- During informational interviews
- Informal, spontaneous social settings

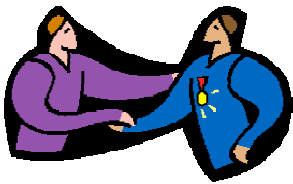


Different situations call for different messages, the length of your commercial may vary from **15 to 90 seconds**. However, it’s best to start with the longer **90-second** version, which is about 225 words in length. Your message needs to be **brief and believable**. For a job seeker with work experience, a well designed introduction will showcase past experience, traits, skills, accomplishments. A student or recent graduate may lead off with their education. The message may also include your current situation, such as you are graduating next semester or your employer is leaving the community.

In an interview, try to **highlight those elements of your experience that shows how closely you “fit” to the organization and position**. Conclude with a strong closing statement of how all this led you specifically to this interview. "With my prior experience and your commitment to \_\_\_\_\_, I felt that we would be an ideal match." Remember to keep it **short and sweet**. If the listener wants more detail they’ll ask for it. Although you’ll want to be sure that your presentation comes across as fresh and not “canned,” it’s important that you regularly rehearse and **practice your delivery. Don’t memorize, but do rehearse.**

Your message needs to be **flexible and tailored to the needs of the listener**. You’ll need to be able to expand your message when the opportunity warrants it, or shorten it when it’s more appropriate.

**Follow the “3W” Format to create a WIN-WIN-WIN 90-Second Infomercial:**



**WHO Am I: (50 – 60 seconds)** Start with recent education if you are a student or new graduate. Give a brief snapshot of your work history, expertise/skills/accomplishments relevant to the type of position that you are targeting or being interviewed for.

**WHY am I seeking employment (Optional – 10 seconds)** Why you are looking for work, i.e. plant closing, position eliminated, co-op/internship is ending or graduating in the near future.

**WHAT I am targeting (30 seconds)** Your target industry, position, function or role. During a job interview, why you are interested in this specific position and what value you can bring to the role.

**SAMPLE PERSONAL INFOMERCIALS:**

1. I’ll be graduating in May with an Associate’s degree in Applied Business from ABC Community College. I recently completed a six month internship with Acme Graphics where I assisted customers in developing promotional materials for their businesses. I’m very skilled at listening to customer needs and coming up with unique ways of tapping into potential markets. I’m looking for an entry-level position in promotional marketing where I can build upon my education and experience to implement creative ways to market products.
2. I am very interested in Database Management. In my coursework at XXXX, we examined how systems such as XXX can greatly improve an organization’s efficiency. I later put this to good use as an intern with Acme Widgets where I designed and ran queries for several clients. I am eager to apply and build on these experiences, and would be pleased to do so at your organization.
3. My name is Chris Cool. I’m eager to use my nursing education as part of a (name your area of interest) team. when I graduate in May from ABC Community College. As a patient care assistant I’ve helped create a patient education class and led sessions for members of the Student Nurses’ Association. I have also helped train new patient care assistants and facilitate workshops for community teens. I want to apply my skills and experience in a hospital (or whatever your preference) setting.
4. I will be graduating in May from ABC Community College with an Associate’s of Applied Science in XXXX Technology. While going to school I have worked on a wide variety of construction projects involving scheduling and estimating. Employers have told me I am hard working and dependable. I am looking for an entry level position where I can apply my classroom and hands-on knowledge.