Personal Commercials

Lights...Camera...Action!

Why You Need a Personal Commercial in Your Job Search

Stand Out With a Personal Commercial

This is where your PC comes in. If you have spent the time needed to create a powerful PC, practiced it and know how to use it in various settings, you are all but guaranteed to impress the recruiter. Too many people stare back at the recruiter like a deer in the headlights and stumble out with a broken affirmation of “good question”. You will perform like a rock star just by having spent some time thinking about the value you can bring to a company and your ability to articulate that value in the form of a PC.

What It Is

Enough already! You’re sold on the idea so what is a PC and how do you get one? PCs are 30-second summaries of why the recruiter should interview or hire you. They are concise, conversational and convincing. You simply include unique skills you possess, internship experiences, successful stories and anything else you can cram into 30 seconds to convince a recruiter to continue a conversation with you.

Formula for a Successful Commercial

Simply answer these questions separately then put them all together so they provide a smooth summary of why you are the best candidate for their position. Be sure to practice it with friends until it sounds natural and get ready to impress your future employer!

- Who am I? (Provide your name, university and major)
- Why am I talking with you? (Tell them how you found them; referral, website, article, etc.)
- What am I trying to accomplish? (You want to apply for their advertised position)
- What are my strengths? (Know what makes you a strong candidate for their job)
- How did you develop these strengths? (You developed them through various work and volunteer experiences)
- What am I passionate about? (Explain why you are so excited about this company, position, industry)
- How can I apply these in your company? (Tell them what you will be able to do for them)
- What do I want from the recruiter? (You want a chance to more fully explain why they should hire you)

Uses for a Personal Commercial

Personal Commercials (PC) can be used in a variety of job search settings. In fact, it is arguably one of the most important tools you can add to your toolbox.

Ever been to an interview and had the recruiter ask you to “tell me about yourself”? How about those job fairs? Do you know what to say when you step up and introduce yourself to a recruiter that will make you stand out from the other candidates? The best one though is when a recruiter asks you to “tell me why I should hire you”.

Customize It

It is important that you know something about the company’s needs and customize your PC to fit their situation. A boring, generic PC that could apply to anyone looking at any company is a waste of time. Here’s a hint. Look at the job description. The employer will tell you everything you need to know about the job and the type of person they are looking for to fill that job. Incorporate that information into your personal commercial and make the connection between your skills/experience and their job description/requirements.
Your 30-Second Commercial

Use the following guidelines to develop an introduction when meeting employers during interviews, career days and other networking events. Your goal is to create a positive and lasting impression in a brief amount of time.

**Step 1: Research the Employer**

1. Preview the list of organizations participating in the event and plan a strategy for the day. Put together an “A” list and a “B” list of employers you want to target. Contact your career services office to see what employers may be recruiting on campus.

2. Research all the employers on your “A” list. Look for current facts about each employer, including new products, services or acquisitions.

3. Write down some key facts about the employer:

   (a) __________________________________________________________________________________________

   (b) __________________________________________________________________________________________

4. Review job descriptions pertinent to your major for employer requirements. Note specific knowledge, skills, and abilities they seek. List academic or employment experiences and activities where you demonstrated these skills.

   **The employer is seeking:**

   (a) __________________________________________________________________________________________

   (b) __________________________________________________________________________________________

   (c) __________________________________________________________________________________________

   (d) __________________________________________________________________________________________

   **My qualifications and selling points:**

   (a) __________________________________________________________________________________________

   (b) __________________________________________________________________________________________

   (c) __________________________________________________________________________________________

   (d) __________________________________________________________________________________________

5. Review the employer’s mission statement and look for key words that indicate the personal qualities the organization values in its employees. List 2 or 3 of your personal qualities that closely match.

   **My personal qualities:**

   (a) __________________________________________________________________________________________

   (b) __________________________________________________________________________________________

   (c) __________________________________________________________________________________________

**Step 2: Develop Your Introduction**

Review the sample below. Using the information above, prepare and practice a brief 30-second commercial or introduction to use when meeting employer representatives.

**Hello, my name is ________.** I am currently a junior, majoring in English at Baylor University and working part-time as a supervisor at Campus Information Services. This role has enhanced my communication, management, and leadership skills. In addition, I had an internship over the summer with ABC Company where I worked in a team environment on a variety of marketing and website development projects. I recently read an article about your company’s plans for business growth in the Northeast, and I’m interested in learning more.

**Notes:**

Practice your introduction with a friend or career advisor so it sounds conversational rather than rehearsed. You may want to break your opening remarks into two or three segments rather than delivering it all at once. Good luck with your all-important first impression!

(Adapted with permission from the University Career Services department at Rutgers University, New Brunswick Campus.)