

30 Second Infomercial

The 30-Second Infomercial, sometimes called an elevator pitch, is your opportunity to sell/promote yourself and your skills! Infomercials are designed to provide your skill sets that make great first impressions to prospective employers. An infomercial can be used during a job interview, during an elevator ride, or when talking with a potential network resource. Your 30-Second Infomercial is YOU. It is what YOU do and where you want to go. Opportunities occur when an employer or networker asks, "Tell me about yourself." YOU must be ready to take charge of that discussion, and it must become second nature when those opportunities occur.

WHAT IS IN THE 30-SECOND INFOMERCIAL?

- Who are you? Give your name.

Hello, my name is _____.

- What job(s) do you seek? Job titles/areas of the company.

I'm currently looking for a role/position as (job titles/areas of the company).

- What are your strengths? Briefly outline 3 of your key strengths.

Some of my key strengths are: 1. _____ 2. _____ 3. _____

- What benefits or value do you bring? Give 1-2 brief examples. "Sell yourself" and tell how good you are (brag just a little!).

A couple of examples of how I've contributed using these strengths are:

1. _____ 2. _____

- Where do you want to work? List ideal job(s), ideal companies.
- Close with your name the jobs being sought.

I'm particularly interested in working as a (job role) with (company/companies).

Thanks for listening. Again, I'm (name)

- Ask, "Who do you know that I might speak with?"

Informational Meeting Questions

Introductory Questions:

- Pluses and minuses of career/job
- Qualifications needed to succeed
- Current and future employment outlook
- What problems exist, need to be solved ?
- What is the corporate culture?
- Who would be the best person to contact regarding specific job Potential?
- General questions about the interviewee's career field; interviewee's job; interviewee's career path
- Questions about opportunities within this company and your field.
- Seek general advice and referrals from the interviewee.

About the contact:

- How long have you worked for Company?
- What was your experience before working at Company?
- What does a typical workday look like for you?
- Who is the person you report to?
- By what metrics are you measured?
- Tell me about how you got started in (current career)
- Tell me about how you got started at (current company)
- What do you love about working at (current company)

About the role/company:

- What software do you use?
- Are projects done as a team or individual?
- How big is the team?

About the industry:

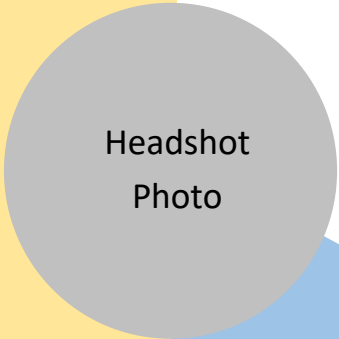
- What professional organizations are there in the industry?
- What certifications are beneficial in the industry?
- Where should I be networking?

About my skills:

- Where do you see my skills and strengths fitting in the industry?

Closing questions:

- If there was a piece of advice you could give to your former self five or ten years ago, what would it be?
- Who do you suggest I connect with?



Headshot
Photo

Name
Title

Who I am

- Summary
- 30 Second Infomercial
- Elevator Speech

Contact

- City
- Phone
- Email
- Website
- LinkedIn/ other social media

What I provide

- Key Skills
- Personal Attributes you bring to an employer.
- A condensed version of the summary from your resume.
- Experience

What I've done

- Key accomplishments
- Star Story #1; Situation, Task, Action, Result
- Star Story #2; Situation, Task, Action, Result
- Star Story #3; Situation, Task, Action, Result
- Make your points quantifiable.

How I add Value

- Ways that you can contribute to the new group's success.
- Point

Target Roles

- Title #1 Target Jobs
- Title #2 Areas of most interest
- Title #3

Desired Contacts

- Roles
- Names