

30 Second Infomercial / Elevator Pitch

Your infomercial is your "TV ad", your "brochure", your introduction of your best professional and employment-related qualities. **It is your pitch.** The 30 Second version is for a quick introduction and should begin by introducing yourself. The 2-minute version is for interviews and discussions. It answers the query so often posed by prospective employers, interviewers, and anybody who might be in a position to assist you in your job search. The statement I am referring to is, of course, **"So tell me about yourself."**

This is a brief statement of what really interests you (your focus), what you're good at (your skills and experience) and possibly what's important to you (your values, needs and work style preferences). Make sure you tailor your information so that it is relevant to the person you're talking to!

To get started, fill in the blanks below or use the blank lines below to use your own words (free-style):

My name is _____ and I have _____ years of experience in _____
_____. For the past _____ years, I've been working / studying _____ and I'm
interested in working for a company where I can use my _____ and _____ skills.

Example: My name is Bertha Sanchez and I have over 2 years of experience in sales and marketing as well as event coordination. I am currently a senior studying marketing at Western Oregon University and I'm very interested in working for a company where I can both use and further develop my communication and planning skills.

Free-style:

Example: My name is Kate Henson. I'm a junior studying chemistry and I'm interested in production-related work in the food and brewing industry. Last summer I completed an internship in quality control at Reser's Fine Foods and I have also completed a major project on yeast culture enhancement. I would love to learn more about your company and how my background relates to work you do.