One-Minute Commercial/Elevator Speech

Examples:

Hello. My name is Fake Student. I am a sophomore and I may be interested in a sales representative position. What advice would you have for someone who wants to get into this field? What type of work experience and coursework do you like to see in candidates?

My name is Sam Somebody. My major is in Media with a focus on marketing; this includes course work in multiple aspects of media and communications. I have working knowledge of Photoshop and Illustrator. Recently, as a team member, I helped to develop and complete from start to finish, a marketing plan proposal for an apparel company. I am very interested in your company and have actively followed your marketing campaigns. Would you be able to tell more about your current campaign for Test Product?

Hello. My name is Pat Example. I'm a production assistant with four years of solid broadcasting and public relations background and have a B.A. in Journalism. I have extensive experience developing and researching topics, pre-interviewing guests, and producing on-location video tapings. In my two years working at WPIX I actually worked on location on a number of occasions at Fake Place where you currently film weekly segments for *Wake Up New York*. I've been watching your station for some time and I've been impressed with your innovative approach and your fast growth. I would love to hear about your experience working there.

Prepare Your One-Minute Commercial

Step 1. Review:

A. List three things you have accomplished.

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B. Select two of your skills related to your career goal.

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C. List three personal qualities you possess.

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Step 2. Write:

A. Write down some details you want employers to know. (Who, What, Where, When, Why, How)

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B. Write out a story/script.

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Step 3. Rehearse:

A. Practice reading your script out loud. Time yourself.
B. Get it down to 60 seconds or less.
C. Try out your "commercial" on friends and family. Ask for their suggestions.
D. The more you practice, the more confident and professional you will appear.

Elevator Speech Tips

- Write and rewrite your speech, sharpening its focus and eliminating unnecessary words and awkward constructions
- Do practice your speech. You should know your speech well enough so you express your key points without *sounding* as though the speech was memorized.
- Project a professional and confident manner. Make your Elevator Speech sound effortless, conversational, and natural.
- A smile is often the best way to show friendliness and enthusiasm, while a strong, firm voice the best way to express confidence. Be sure to maintain eye contact with your listener.
- Do take it slowly. Don't rush through the speech, and do pause briefly between sentences. Breathe.
- It should be memorable and sincere. Open a window to your personality.
- Don't let your speech sound canned or stilted and don't ramble.
- Don't focus just on yourself, an approach that will almost assure a "so what?" reaction.
- Consider including a compelling "hook," an intriguing aspect that will engage the listener, prompt him or her to ask questions, and keep the conversation going.
- Project your passion for what you do.
- Don't get bogged down with industry jargon or acronyms that your listener may not comprehend.
- Use concrete, listener-friendly language, but at the same time, don't be afraid to paint vivid word pictures.
- Be prepared to wrap up earlier than you were planning if you see the listener's eyes glazing over or interest waning.
- Don't hesitate to develop different versions of your Elevator Speech for different situations and audiences.
- When developing an Elevator Speech for a specific employer you've targeted, do research the organization and incorporate that knowledge into your speech.
- Incorporate examples and stories to help support your points. Provide examples of successful outcomes of deploying your skills. Stories make your speech memorable.
- Focus on how you can benefit employers and help them solve their problems. Remember as you deliver your Elevator Speech that the listener may be mentally asking, "What's in it for me (or my company?)"
- Do end with an action request, such as asking for a business card or interview appointment.
- Don't forget to update your speech as your situation changes.

References:

- Hansen PhD, Katharine; **Elevator Speech Do's and Don'ts**; www.quintcareers.com/elevator_speech_dos-donts.html
- Hansen PhD, Katharine; **The Elevator Speech is the Swiss Army Knife of Job-Search Tools**; www.quintcareers.com/job-search_elevator_speech.html
- Hansen PhD, Katharine; **Fantastic Formulas for Composing Elevator Speeches;** www.quintcareers.com/writing_elevator_speeches.html
- www.careercenter.sjsu.edu/Downloads/Students/Launch/interview/Oneminute.pdf
- www.career.arizona.edu/students/?oneminute
- www.du.edu/studentlife/career/docs/One_Minute_CommercialFORMATTED.pdf

Job Fair One-Minute Commercial

In the first 4 seconds

- Look in their eyes and smile
- Shake hands (use a firm confident handshake)
- Use the recruiter's name then give your One-Minute Commercial
- Project a professional and confident manner

After introducing yourself, ask the recruiter questions that will indicate your interest in and knowledge of their organization. You may also ask questions about anything unique and specific to the company. Tell them about your skills, education, and career interests.

Close the conversation well. For example:
Do you have a business card? (timely pause) Thank you. I am pleased to meet you. I am very interested in your organization and appreciate visiting with you. Thanks again.

Question ideas for Graduating Students

- What kind of entry-level positions exist within your firm?
- What personal qualities do you look for in a great candidate?
- What is your application process?
- What type of training opportunities do you provide to entry level employees?
- How did you get into this career?
- What made you choose this company?
- What is the market outlook for the future in this industry?
- Where is your company located? Are jobs centered in one geographical area?
- I am fluent in a foreign language. Would this skill be helpful to your company?
- What is the best combination of degree and experience for this field?
- What specific qualities and skills are you looking for in a top candidate?
- My major is [ ]. What career opportunities are available with your firm?
- May I give you a copy of my resume?
- Do you have a business card? May I have one?
- What steps would I need to follow to request a referral to your office in [ ] (another city)?

Question Ideas for Freshmen, Sophomores, and Juniors

- What advice do you have for an undergraduate who wants to get experience in this field?
- What career opportunities are available with your company?
- Does your company have internship programs for undergraduates?
- How do I apply for your internship and/or training programs?
- What types of experience do you like to see in addition to course work?
- I am learning a foreign language. Would this skill be helpful to your company?
- How did you obtain your job with this organization? (Respectfully)
- What is the market outlook for the future in this industry?
- How can I get a copy of your company's annual report?
- What is the best combination of degree and experience for this field?
- What specific qualities and skills are you looking for in a top candidate?
- What is the procedure to apply for a summer position with your company?

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