



*** Micro-session ***
Perfect Your Pitch
(30-Second Commercial)

Overview

- What is a 30-second commercial (or elevator pitch)?
- What is the purpose of a 30-second commercial?
- How to craft a powerful 30- second commercial
- Examples (Poor and Powerful)
- Practice Your Pitch

Definition

A **30-second commercial** is a summary of your...

- education
- experience
- skills/strengths/accomplishments
- goals (short- and long-term)

..... *delivered in just **30 seconds!***

Purpose

To provide a snapshot of your education, experience and skills that are most *relevant to the employer and the position(s) you are seeking* to pique their interest and start the conversation.

Crafting your 30-second commercial

Elements of a 30-second commercial

- Greeting
- Name/Major/University
- Graduation Month/Year
- Snapshot of your:
 - Experience (Internships, Academic Projects, Skills, Volunteering, Leadership, etc.)
- Career Goals (short/long-term)
- Types of opportunities you seek
- Motivation for connecting to employer/knowledge of employer

When sharing, be sure to be...

- ❑ **CONCISE** (keep to high-level)
- ❑ **RELEVANT/TARGETED**
(emphasizes skills, experience, classes that relate to the position)
- ❑ **DESCRIPTIVE** (includes examples of strengths in action)
- ❑ **ENTHUSIASTIC** (convey *enthusiasm*, not *need*)

Template (areas to cover)

GREETING (smile, eye contact)

Hello, my name is

EDUCATION

I am a.....studying..... at.....

INTERESTS/PASSIONS

My interests are primarily in.....

STRENGTHS/EXPERTISE/SKILLS

My strengths/expertise include.....

RECENT (BRIEF) EXAMPLE

Last summer, I worked at.....where I was able to...

CAREER GOAL(S)

I am looking to gain further experience in....

Examples

Poor pitch

“My name is Mohammad. My major is business technology and I’m looking for a job. What does your company do? What positions do you have for someone with my background?”

Powerful pitch

“Hi, my name is Star Garcia. I am a rising junior at UMBC where I am pursuing my BS in mechanical engineering and have an interest in structural design. I am seeking a position that will allow me to use the skills and strengths I acquired as an intern with Stanley Black & Decker this past summer where I had the opportunity to work on several major projects related to structural design. I am currently seeking fall internship opportunities and have an interest in expanding my knowledge and skills in (X). Would you like to take a look at my resume?”

Hiring manager is thinking...

- 1) “This candidate did their research and arrived *prepared to meet me.*”
- 2) “This candidate has given thought to their career goals and knows how to describe their *knowledge, skills and experience* well.”
- 3) “This candidate is *impressive!*”

Practice! Practice! Practice!

[Big Interview](#) – *free* online tool for learning and practicing your pitch

Evaluate yourself on the following:

- Are you making good eye contact?
- Are you smiling?
- Are you speaking clearly?
- Are you avoiding slang?
- Are you showing *confidence* and *enthusiasm*?
- Do you appear natural (NOT scripted)?

Be sure to follow up!

Always follow up with new connections!

- Thank them for their time
- Connect via LinkedIn using a *personalized* request
- Submit resume, if requested
- Follow the company on LinkedIn