* 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
“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?”
“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 advance my programming and design skills. This past summer I interned with Stanley Black & Decker where I worked 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). I know your organization is a leader in (X) and I have a strong interest in this aspect of engineering. 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!

- Connect via LinkedIn using a *personalized* request
- Submit resume, if requested
- Follow the company on LinkedIn
The UMBC Career Center is here for you!

**Events/Networking Opportunities**
- Follow Career Center’s myUMBC group
- View Career Center calendar
  
  [www.careers.umbc.edu - Quick Links - Calendar]

**Appointments (Virtual) – Students & Alumni**
- Log on to UMBCworks
- Select “Counseling Appt.” from the UMBCworks homepage
- Select date/time
- Select Phone or Webex video/screen-share appointment type