

30-SECOND COMMERCIAL

Being able to respond to the prompt, “Tell me about yourself,” is useful because you can use this response in interviews, career events, and while networking. Make a great first impression by preparing a 30-second commercial to highlight your knowledge, skills, abilities, and other characteristics.

Getting Started

My name is _____

I am a student/graduate at Missouri State University–West Plains where I am majoring/majored in

My experiences (elaborate)

One of my strengths include _____, where I have demonstrated by (Accomplish statement example: Developing software for hospital computer systems to ensure safety of private patient records.)

I am looking for a position where I can (Elaborate on your goals. What do I have to offer the company?)

I would be essential to this company by (What sets me apart from other candidates?)

Enter your 30-second commercial here.

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What to Cover

When saying your 30-Second Commercial, discuss your education history, experiences, and mention how these have furthered you in goals for throughout your career. When speaking, ensure to relate your responses to your experiences and skills you have acquired overtime. Those skills are crucial to how you can be set apart from other candidates interviewing for the job.

What to Take Away

Have confidence in yourself and engage with the interviewer. This 30-second commercial is to practice what to say to the question, “Can you tell me about yourself,” but to sound non-scripted. Practice makes perfect, but do not recite word for word. Remember, the content in your commercial must be professional, relevant, and without personal details (E.g., age, favorite color, politics, religion, family, etc.)

An Equal Opportunity Employer and Institution

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