

Your 30-Second Commercial

A 30-Second Commercial / Marketing Statement is used to introduce yourself when networking or interviewing. Be prepared with key statements that best describe the value and experience that you bring to an organization and/or position. Be sure to share who your target companies are and how someone might help you in your search. Use this template to craft your statements, set a 30-second timer and practice!

Your name.

Example: Michelle Johnson

What you've been doing (emphasizing recent or most relevant work experience, skills, and key achievements).

Example: I thrive on supporting employee performance, engagement, and inclusion. As an HR professional, I most recently designed and delivered several training sessions, and co-led new employee orientations to promote inclusion, diversity, and equity.

What you are looking to do and who your company targets are.

Example: I'm exploring new opportunities in HR at organizations such as Dropbox, Apple, and Twitter that will leverage my passion for DEI.

A statement describing the value you have to offer, relevant to the marketplace.

Example: My creativity, enthusiasm and dedication to DEI education ultimately helps drive employee retention and satisfaction.

The kind of assistance/information you are seeking.

Example: The way you could help me is by connecting me with company XXX, as I'm looking to learn more about their DEI initiatives.