

# 60 SECOND COMMERCIAL

## The Purpose

Do you ever fantasize what it would be like if you were in an elevator and your favorite celebrity walked in with you? We bet you have the next sentence that comes out of your mouth in that scenario nailed down. That's the basic concept of the "60 second commercial" (or elevator speech/pitch), except instead of a celebrity it's your dream company (practically the same thing, right?) Luckily, you often *know* you will get to talk to them so a pre-planned speech is even more relevant. In this case, a "60 second commercial" is an introduction you can use in a number of different scenarios that quickly explains who you are, what your interests and goals are and what you know about the company.

If you have thought this through ahead of time, you will be able to make the most of your brief conversation and hopefully it will lead to an interview!

## The Goals

To quickly articulate what you want, leave a positive impression, and create interest in you as a candidate.

## How to Create Your Commercial

Ask yourself:

1. Who are you?

Name \_\_\_\_\_

Year level \_\_\_\_\_

Major/Minor \_\_\_\_\_

2. What are you looking for?

\_\_\_\_\_

3. What have you done? What are your accomplishments?

\_\_\_\_\_

4. What interests you about this company?

\_\_\_\_\_

5. Closing/next step

\_\_\_\_\_

6. Put it all together!

## Examples

**Good ✓** Hi my name is \_\_\_\_\_. I will be graduating/just graduated from \_\_\_\_\_ with a degree in \_\_\_\_\_. I am looking for \_\_\_\_\_. I found in my research that your company is strong in \_\_\_\_\_. I'm very interested in finding out more about the opportunities you have. May I have your business card so I can follow up with you?"

**Good ✓** Hi my name is \_\_\_\_\_. I am a \_\_\_\_\_major. I'm looking for a co-op in corporate finance. In my last co-op at XYZ Company I was able to gain valuable experience in \_\_\_\_\_. I know that your company specializes in \_\_\_\_\_. I would be very interested in hearing about any opportunities you may have in this field."

**Good ✓** Good morning/afternoon, I'm \_\_\_\_\_. I have reviewed the job posting listed on the RIT website and am interested in \_\_\_\_\_. I have already applied for this position(s) through your company site and would like the opportunity to discuss my qualifications in greater detail. I will be graduating in May with a degree in \_\_\_\_\_, and through my co-ops, I feel I have gained the experience you are looking for."

**Good ✓** Good morning/afternoon, I'm \_\_\_\_\_, a \_\_\_\_\_year student majoring in \_\_\_\_\_and minoring in \_\_\_\_\_. I have reviewed your co-op job posting/s listed on your site and would like to be considered for the \_\_\_\_\_. You might be interested to know that through several class projects I have experience in \_\_\_\_\_."

**Bad ✗** Hey. I uh... am \_\_\_\_\_. What kind of jobs do you, like, have for me? I'm a \_\_\_\_\_ major. Does your company do stuff with that major?"

## Do's & Don'ts

- **Do** research the company
- **Do** make your commercial sound natural and unrehearsed
- **Do** make it memorable
- **Do** practice it
- **Do** project friendliness, confidence, enthusiasm
- **Do** end with action items – i.e. collect a business card or contact information
- **Do** follow up with the recruiter
- **Don't** make the conversation focused on what you want, rather what you can do
- **Don't** ask: "So what does your company do?" -- This will turn off the recruiter immediately
- **Don't** ramble or take up too much of the recruiters time
- **Don't** be disappointed if you are asked to apply for an opening through the company website. You have not wasted your time. Many companies need to track candidates through their site.