

## **Developing Your Elevator Speech (aka 30-second Commercial or Value Statement)**

### *Tell me about yourself*

- If you have ever been on an interview you have probably been asked this dreaded question. Many interviewers start with the question because they can get an overall sense of who you are in a very short time. You want to make sure you give a positive first impression when answering this question as it can set the tone for the entire interview. One of the biggest mistakes candidates make is talking too long or failing to wrap up their answers in a succinct manner.

### *Using the Elevator Speech*

- This technique is the best strategy since you will be able to structure and deliver your answer in a clear and concise manner. Use this during job fairs or informational interviews, to network at professional events, and even to mingle at parties.

### **Your 30-second Commercial**

The key is to keep it career-related. This strategy should be focused on you, and should highlight your education, experience, and goals. Your Elevator Speech can be easily organized by answering the following four questions.

#### 1) Who are you and where are you now?

Your answer should focus specifically on your college education. Don't include high school. Include the following information:

- Albright College
- Location (if necessary)
- Graduation date: month and year
- Degree and major / minor
- Emphasis on the education that you want to use in your career

#### 2) Where have you been?

You should focus specifically on your experiences, particularly on your career-related experiences, as these will be most relevant to an employer or network professional. Be sure to include specific skills and experiences that you feel are transferable to your field of interest. A good way to ensure that you are discussing the proper skills is to familiarize yourself with the job description or industry (try this website: [www.bls.gov/search/oooh.htm](http://www.bls.gov/search/oooh.htm), or our website, under <http://www.albright.edu/academics/wcidwam/>. These documents are filled with lots of useful information). Tailoring your response to show that your skills and experience fit the requirements of the field will help the listener keep listening. Think about including some of these topics:

- Internship or volunteer experiences
- Additional work experience
- Study abroad and / or research experience
- Leadership experience (from college only)
- Activities (college only)

#### 3) Where are you going?

Your answer should focus on your career objective or future goals and the ways in which you can be of assistance to the industry/job of your interest. If you know about the meeting with a network professional or employer beforehand, complete adequate research on the career or employer. You will want to explain how your unique skill set meets their needs.

#### 4) Where do you want to go?

This is the time for you to talk about your goals with a company. These goals could be immediate or long term, within the next five years. You will want to talk about the professional growth you are going to gain from working at the company you are interviewing with. This is also a time for you to talk about how your skills will help the company grow in their future goals.

### **Final Thoughts**

In order to prepare your commercial first write a rough draft to the questions above. Next—practice, practice, practice! Say the words out loud so that you are accustomed to hearing yourself talk about your skills and experience. You do not want to sound like you have memorized your response. Rather, you should practice until you sound natural when discussing yourself and your skills. By taking the time to prepare your unique commercial, you will ensure that when the time comes to answer the “tell me about yourself” question, you will be able to respond in a clear, concise, and most importantly, confident manner.

(2010 Job Search Handbook, American Association for Employment in Education)

**Who are you and where are you now?**

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**Where have you been?**

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**Where are you going?**

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**Where do you want to go?**

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Here are some examples:

“I’m a junior communications - advertising major at Albright College. I recently completed a portfolio of advertisements that I created while volunteering for several nonprofit organizations. I’m very excited to explore the possibilities of getting an internship with an advertising agency this summer which will allow me to further explore the career field. Do you have some suggestions for me of agencies or individuals I might contact?”

“As a senior business administration – marketing major at Albright College, I am very excited to explore the possibilities of a career in market research. I become interested in this career field after completing a summer Albright Creative Research Experience at Albright. This experience allowed me an opportunity to work one-on-one with a faculty mentor to conduct surveys, compile a focus group and execute in depth interviews. Do you have any ideas of companies in this area that might offer this type of internship?”