

Tips for 30-Second Commercial & Keys to Networking...

Networking and connections, both in-person and online, can be incredibly significant to your job or internship search. Consider some possible networking situations – conferences, professional-association meetings, career-related events, or even a person sitting next to you! You never know when you will meet an important connection. Be prepared with some points you want to include in your introduction!

Points to Consider when Developing your 30 Second Commercial:

Think about your answer to the query, “Tell me a little about yourself”.

- Where do you go to school? Where did you graduate from?
- What is your major?
- What are your future career goals/interests?
- What related ability/skill or experience are you most proud of?
- What are you looking for in a job/internship? (*Are you interested in marketing or public accounting, for instance?*)

Where can you use your 30-second commercial or elevator pitch?

- 1) Networking situations
- 2) Talking to employers at a job & internship fair
- 3) Interviews

 **This commercial gives you the opportunity to convey the information you want to the employer! PRACTICE! You do not want your commercial to sound rehearsed or generic. (Also, always start with a firm handshake!)**

Obtain a referral or a way to follow up!

In networking or at a job fair, you can end your commercial/introduction with a question or comment to follow up at a later date, such as asking information about their company or potential career opportunities. You can ask for a referral (someone to be directed to), especially when in networking situations! If you know you will be meeting someone from a company of interest, make sure to research that company!

 **Always obtain a business card or have a way to follow up with the new acquaintance!**

 “It would be nice to follow up with you about...”

 “Would it be possible for me to follow up with you about...?”

Have you ever heard of the what is called the Hidden Job Market? The Hidden Job Market refers to positions (e.g., jobs/internships) that have not been advertised to the general public. Networking connections, either in-person or online, can help you to learn more about or create opportunities that have not been posted.