

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 ability/skill or experience do you have that helped you realize this particular goal?
- What accomplishments (education/experience) have you had?
- What are you looking for in a job/internship?

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!**

Also ~ Remember to start with a firm handshake.

Importance of the referral or contact information to follow up!

In networking and job fair situations, end your commercial with a question or comment to continue the conversation, such as information about their company or potential opportunities.

- 🔗 Particularly in networking situations, you can ask for a referral, or if they might direct you to someone.
- 🔗 **Always try to obtain a business card for follow-up purposes!**
 - 🔗 “It would be nice to follow up with you about...”
 - 🔗 “Would it be possible for me to follow up with you about...?”

Ever heard of the Hidden Job Market? The Hidden Job Market is a term used to describe jobs that aren't advertised or posted online. Job seekers can tap the hidden job market by using networking connections to help find unadvertised jobs.