30-Second Commercial
CSU East Bay, Academic Advising and Career Education: Connecting Curriculum and Career

Making that positive first impression
A 30-second commercial (or even one-minute commercial or elevator speech) is a great tool to use when you first meet a contact. It’s a summary of your talents, skills, accomplishments and interests. Your commercial should give someone enough information to know they want to learn more about you.

Outline your commercial
Hi! My name is ________________________________
and I am a ________________________________ major here at CSU East Bay.

I am interested in ________________________________
(Tell them about your career or big picture goals – a career in consulting)
and I am currently looking for ________________________________.
(A summer internship at a strategy consulting firm)
I recently finished/currently am involved with ________________________________
(current/recent work experience or class project)
Your company is appealing to me because ________________________________.
(This is where industry research will come in handy)
Can you tell me a little about what it’s like to work there?

Customize your commercial
Vary what you say in your 3-second commercial depending with whom you’re talking. Your approach should match the audience you are speaking with.

Practice your commercial
As with anything, practice, practice, practice. The more you rehearse your commercial, the more comfortable you’ll feel in delivering it and talking about yourself. You will appear more confident and comfortable when you network.