



WORKSHEET – C

YOUR COMMERCIAL



A personal commercial has two purposes—to inform and to persuade. Employers want to know your background and career interests and you need to present it persuasively so they will see the connection to their needs. When speaking with a potential employer for the first time or introducing yourself at networking function, you need to be able to clearly express who you are, your core strengths, skills and experiences and how you can make a positive difference in an organization.

This requires some thought and practice. Nobody does it well the first time. The elements of your commercial include:

- Name
- Present status/situation
- Brief skills/strengths/experience
- Link to a next step in a hiring process or the organization or question about their opportunities

Example:

Hello, my name is Bill Moyer. I’m a junior at UWM studying biochemistry with an emphasis on basal cell research. I’ve learned that one of the R&D projects at Abbot Labs is focused on basal cells and I’d like to speak with someone in that area. Would it be possible to set up a brief meeting?

Example:

Hi, I’m Jane Vickers. I manage the customer service department for one of Kohl’s largest stores. I’ve developed an innovative idea for cutting response time for some complex customer demands. Is there someone with whom I could briefly meet to talk about customer service and opportunities at Target?

Example:

I’m a senior at UWM and will graduate this May with a double major in Early Childhood Education and Sociology. I’ve successfully student taught in MPS and also interned at a child abuse clinic. My long term goal is to be involved in the law and policy as it relates to protecting children. Immediately, I have a strong desire to use my skills, background and dedication to working with families and would be interested in learning about entry-level opportunities at the Veteran’s Affairs Administration.

Your Personal Commercial:
