Connect to Your Career

3-1 Personal Commercial

1. A *personal commercial* is a rehearsed introduction that includes who you are and a snapshot of your career goals. Summarize who you are and your major career goals in one to two sentences.

<<Place Answer Here>>

2. Your brief statement should review major points from your résumé. Summarize the points of your résumé you want to include in your personal commercial. Be succinct.

<<Place Answer Here>>

3. Practice your message aloud. Try to memorize it. Time yourself. How long is your personal commercial?

<<Place Answer Here>>

4. Do an Internet search for *15-Second Pitch (Elevator Speech).* Select a video that focuses on a personal commercial. Take the time to watch it. What important tips did you learn from the video?

<<Place Answer Here>>

5. Film yourself giving your commercial, and then watch the video. Does your commercial sound natural? What did you learn about your speech from watching the video?

<<Place Answer Here>>

6. Save your Word document as *FirstnameLastname\_*PersonalCommercial.docx (i.e., JohnSmith\_ PersonalCommercial.docx).