Think about it. A recruiter is not interested in the fact that you have a 13-year old brother or that you are a Greek Week champion. A recruiter is interested in what motivates you, how you will work with others, your enthusiasm, competitiveness and other job-related traits.

This dreaded question will likely find its way into almost any interview. In order to provide an interviewer with an adequate answer, you will need to develop a two minute commercial to “sell” yourself.

WHEN TO USE THE TWO MINUTE COMMERCIAL
- “Tell me about yourself.”
- “Why should I hire you?”
- Networking
- Informational interviews
- Job fairs

PARTS OF THE TWO MINUTE COMMERCIAL

Brief statement about yourself (15 seconds)
This part is used to give the interviewer relevant information concerning you personally and your educational background. Mention professional interests, extracurricular activities and any travel or study abroad opportunities. Do not include personal information such as marital status, children, etc.

Work experience and accomplishments (30-45 seconds)
This is the most vital part of the two minute commercial. This is the time for you to relate your skills, accomplishments, goals and results that indicate why you are the best candidate for the position. Include related work experience, coursework and projects, leadership experience and community service involvement.

Why you are here (30-45 seconds)
This is used either at the beginning or end of your two minute commercial, depending on the question asked by the employer. In this part, speak with enthusiasm as to why you are seeking the position. Address skills you can bring, what you know about the company and why you are the best person to hire.

EXAMPLE
My degree is in finance and I will be graduating this December. While attending college, I worked 25-30 hours a week. I spent the last 4 semesters working in a cooperative education position for Hastings in their accounting and finance department. I was able to get “hands-on” experience in cost accounting, cash-flow analysis, budget development and assisted in preparing client proposals.

Through these job experiences, I have been given the opportunity to polish my customer service skills, as well as gain technical skills. I have strong planning and documentation abilities and am analytically oriented.

My career goal is to work for a bank and eventually become a loan officer. I believe I have the key traits for success in banking. I have good common sense, can juggle multiple tasks, have a positive attitude and excellent communication skills. I think my greatest strength is my capacity to get along with a wide variety of people and personalities.

Visit www.15secondpitch.com for more great examples!