

60-Second Commercial/Elevator Statement Formula for Students

We call it an elevator statement because should be brief enough to say as you travel in an elevator from the first floor to your destination floor. It's commonly called a 60-second commercial because that's about the right length of time for your statement.

Your 60-second commercial consists of information that makes you memorable. It should make people want to say, "Really? Tell me more." It is often the start of a longer conversation. In a typical conversation, you don't need to blurt it out all at once. Instead, break it up and blend it into conversation where needed.

Your positioning statement should be simple, memorable, and repeatable. You don't have to memorize it word for word.

60-Second Commercial Formula

Your 60-second commercial formula looks something like this:

"I'm [your name] and I'm in [your grade in school]. I go to school at [school name] in [the city it's in]. My favorite class is [class]. I enjoy it because [why you enjoy it]. When I grow up, I want to be a [career position] because [why you'd like to do that job]. In my free time, I enjoy [what you enjoy doing]. My favorite activity to do with my family [the activity]."

Here is one for a fifth-grader:

"My name is David Jones and I'm in fifth grade. I go to Lingle Middle School in Rogers. My favorite class is PE because I enjoy playing the different games. I also like that we never have homework. My other classes have enough of that. When I grow up, I'd like to be a coach that works for the Dallas Cowboys. They are my favorite team and it would be fun to meet all the players. In my free time, I watch sports and play video games. My favorite thing to do with my family is getting together with my cousins after church on Sunday."

Fill in the information below to write your 60-second commercial.

Your Name _____

What Grade You're In _____

Where You Go to School and What City It's In _____

Your Favorite Classes and Why They are Your Favorites _____

What You'd Like to Be When You Grow Up and Why _____

What You Enjoy Doing in Your Free Time _____

Your Favorite Activity with Your Family _____

Write your own positioning statement on the back.

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“I’m [your name] and I’m in [your grade in school]. I go to school at [school name] in [the city it’s in]. My favorite class is [class]. I enjoy it because [why you enjoy it]. When I grow up, I want to be a [career position] because [why you’d like to do that job]. In my free time, I enjoy [what you enjoy doing]. My favorite activity to do with my family [the activity].”

Here is one for a fifth-grader:

“My name is David Jones and I’m in fifth grade. I go to Lingle Middle School in Rogers. My favorite class is PE because I enjoy playing the different games. I also like that we never have homework. My other classes have enough of that. When I grow up, I’d like to be a coach that works for the Dallas Cowboys. They are my favorite team and it would be fun to meet all the players. In my free time, I watch sports and play video games. My favorite thing to do with my family is getting together with my cousins after church on Sunday.”

Revise and Refine as Needed

Put it all together and use it every chance you get — you never know where you’ll meet your next employer. Study the reactions to your 60-second commercial. It should make people want to know more by inspiring them to ask questions. If they look confused after listening to your 60-second commercial, you should consider refining it. Look for every opportunity to use it. Practice will make it seem much more natural.

Request a digital copy of the document at www.soarhigher.com/60secondcomm.htm.



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