

Craft Your Own 60-Second Commercial for Job Searchers

Your 60-second commercial consists of your positioning statement and something that differentiates you from the competition. Your positioning statement should be simple, memorable, and repeatable. You don't have to memorize it word for word. The purpose of a 60-second commercial is to have something to say when someone asks, "What do you do?" You don't want to blurt it out all at once in a typical conversation but instead, break it up and blend it into conversation where needed.

Borrow a secret from successful salespeople: Spend more time asking educated questions about the company than you do talking. The product you are selling is you and a buyer is more receptive if they know you understand their needs and have done some research before the meeting. Coming prepared to create meaningful conversation gives you an opportunity to demonstrate you have good communication and people skills. It can also help you learn whether this is the right employer for you.

Positioning Statement

Your positioning statement formula looks something like this:

"I'm [your name] and I'm looking for a [job, opportunity, career change]. I have been working in the [industry] for [length of time] and enjoy [list a few things that inspire you get up in the morning about your chosen field]. The organizations I've worked with have benefited from my [benefits you provide to your employer]. I'd like my next role to be with a company [with these attributes]."

Here is one for an information technology professional:

"My name is Dana Jones and I'm looking for a management position with a local mid-sized company. I have been working in the information technology field for ten years. I've really enjoyed the ability to solve problems with technology and use it to create tools for the user that make their life better. In my last job, I was promoted to supervisor and that really stretched me in my ability to deal with people. I enjoy leading a team and would like to continue developing my skills there. The organizations I've worked with have benefited from my interest in being a student of the field, my work ethic, and creativity. I'd like my next job to be with a manufacturing company because I understand how technology can help the process. I would like to stay in this area because I'm active in some local charities and my family loves it here."

Fill in the components of your positioning statement below.

Your Name and Industry You Work In _____

The Type of Role You are Interested in _____

Length of Time You've Been There _____

What You Love about Your Field _____

Benefit to Employers I've Worked With _____

The Ideal Employment Situation _____

Write your own positioning statement below.

What Differentiates You?

Regardless of what you do, you are in sales and salespeople who can differentiate themselves will almost always win the prize. When you look for something that makes you a better choice than your competitors — that differentiates you — think of a key skills or talents that your competitors don't offer. Think of something that will make your potential employer's life so wonderful that they have to know more. **Some people use this portion of their 60-second commercial to share knowledge about their field which helps position them as an expert. In tough times or good, an expert with up-to-date knowledge has an advantage.**

List all the things that differentiate you — skills or talents the others don't have.

How can you make your potential employer's life better — your buyer is tuned into WIIFM (what's in it for me)?

What industry knowledge can you share that would demonstrate you are an expert in your field? If you are using this in an interview, you should consider adding why you think you'd like to work for that company (this requires researching the company before the interview).

Write your statement about what differentiates you from your competitors.

Without mentioning anything about your competitors, develop a statement from the information above that will build on your positioning statement.

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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