



## Writing Your Commercial

When first speaking with a potential employer or introducing yourself at networking functions, you need to be able to quickly describe your career goals as well as the core strengths and/or relevant experiences that you have to offer – all the while conveying the information in a way that gives a glimpse of who you are as an individual. Essentially, you need a personal commercial to pitch your product—you!

Having a personal commercial is particularly important when attending job fairs. Many college students approach job fair recruiters in the same way they interacted with admissions staff at college fairs: they mistakenly think it is okay to “shop around” for companies to approach for employment or internships. However, adopting that tactic is a sure-fire way to make a negative impression. Recruiters at job fairs expect you to come prepared – ready to pitch why you are a good fit with their available positions.

The elements of your commercial should include:

- Your name
- Indication of your present status/situation
- Brief overview of your skills/strengths/experiences – emphasizing any information that directly connects with that particular individual or the employer for whom they work
- A reference to a next step, which is generally a request for information or assistance from the potential employer

Example (student chatting with an alumnus at a networking event):

Hello, my name is Scarlet Gray. I’m a junior at Ohio State studying biochemistry, with career interests in basal cell research. I’m working in a faculty member’s lab and have been given progressively more demanding duties including training new research assistants on lab procedures. I understand 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 about opportunities for part-time work or an internship. Do you know with whom I should speak at Abbot Labs about that research program?

Example (student chatting with college recruiter after an on campus information session):

Hi, I’m Jane Vickers. Thanks for coming to campus to help students like me learn about the variety of career opportunities at your company. In my job, I assist with managing the customer service

department for one of Kohl’s largest stores, and I will be graduating in June with a major in English and a minor in business. I’ve been offered a managerial position at Kohl’s after graduation, but want to explore other options that relate to a past internship I held with the City of Columbus that involved preparing online training materials for new hires. My sense is my greatest talents are connected to technical writing/corporate communications. Is there someone with whom I could briefly meet to talk about any related opportunities at your company?

Example (student seeking resume pointers from a Teach for America recruiter at a campus career fair):

My name is Jesse Reynolds. I’m a junior and am working on a double major in Psychology and History. I’ve successfully completed a student teaching assignment and also interned at an urban summer recreation program. My goal is to teach history or social studies in the public schools and coach basketball or golf. I have a strong desire to use my skills, background, and dedication to working with disadvantaged youth and would be interested in learning about how to prepare a competitive application for Teach for America. Would you be able to look over my resume and give me tips on how to improve it? I want to make sure I’ll have a competitive application when I apply to Teach for America next year.

Example (student introducing self to an Alcon Labs recruiter at a campus career fair):

Hello, my name is Derrick Smith. I’m a junior studying Economics with a minor in Statistics. I’m specializing in a track that analyzes the structure and regulation of industry and am investigating internship opportunities that will allow me to apply knowledge I have acquired through my studies. I am particularly interested in Alcon Labs because while researching the company website I learned that Alcon has a focus on the prevention of blindness, and I am interested in researching the regulation of clinical trials and new product development in this area. Is there someone at Alcon I can contact to discuss my interests?

