

Developing Your Personal Commercial

Tell me about yourself.

If you have ever been on a job interview you have probably been asked this dreaded question. Many interviewers start with this question because they can get an overall sense of who you are in a very short time. Meanwhile, you want to make a positive first impression.

Interviewers ask this question, but they are not interested in hearing a 15-minute recitation of your life story. Rather, they want a brief overview of your career-related background. Deliver your answer in a clear and concise manner. Not only can you use this strategy in response to “tell me about yourself,” but also to introduce yourself at career fairs, to network at professional events, or even to mingle at parties.

Keep your personal commercial career-related and highlight your education, experience, and goals by answering three following questions:

Who Are You and Where Are You Now?

Focus specifically on your college education (don’t include your high school education.)

- The university from which you have or will graduate
- Location: city and state, especially if you attended a lesser known school or are applying for positions out of state
- Graduation date: include the month and year of your graduation

- Degree
- Major(s)/Minor(s)
- Emphasis or concentration

Where Have You Been?

Focus on your experiences, and particularly on your career-related experiences, as these will be most relevant to the employer. When describing your experience, do not just state where you completed your Co-op, internship, or work experience. Rather, be sure to include specific skills that are transferrable to the position for which you are interviewing. Possible topics to include are:

- Career-related experience
- Co-op or internship experience
- Additional work experience
- Study abroad experience
- Leadership Experience
- Activities

Where Are You Going?

Focus on your career objective or future goals and the ways in which you can be of assistance to the employer. Do your homework before the interview and research the position and company so you can specifically address the needs of the employer. How will your skill set meet their needs?

Final Thoughts

The best way to prepare your personal commercial is to write a rough draft response to the three questions above and then practice, practice, practice! Say the words out loud so that you are accustomed to hearing yourself talk about yourself. While you do not want to sound like you memorized your response, you should practice until you sound natural when discussing your skills and experiences. By taking time to prepare your unique personal commercial, you will ensure that when the time comes to answer, “Tell me about yourself,” you will respond in a clear, concise, and confident manner.

Personal Commercial Example

I am currently a senior at Southern Illinois University Edwardsville, in Edwardsville IL. I will graduate this May with a Bachelor of Science degree in Business Administration specializing in Management.

I participated in the Cooperative Education Program and had a position with XYZ Company that afforded me the ability to supervise one person, observe the employee’s annual review, and

participate in the company’s goal planning for the upcoming year.

In addition to my management experience, I interacted with clients on a daily basis. I learned the importance of noticing unspoken communication in order to better serve our clientele. This was essential due to the company’s ongoing goal of improving customer satisfaction and increasing sales.

As a member of the varsity track and field team for four years, I learned to handle multiple responsibilities while successfully managing academics and athletics.

I am seeking an entry level management position at XYZ Company. I will bring to the position a passion for setting and achieving company goals, maintaining employee morale, and strong leadership skills.

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