LDS EMPLOYMENT RESOURCE SERVICES
EMPLOYMENT • EDUCATION • SELF-EMPLOYMENT

Me in 30-Seconds

Sandy Region Employment Resource Services 2008

What is a *Me in 30-Seconds*?

A *Me in 30-Seconds* summary (often referred to as an 'elevator pitch' or 'positioning statement') is a way for you to present to someone else a balanced understanding of who you are. It is the opening line in your personal marketing play—your personal commercial. It provides a brief, clear, and compelling answer to the questions: **"Why should I hire you?"** or **"Why should I admit you into my school?"** It also piques the interest of a listener who invites you to: **"Tell me a little about yourself."** By asking open ended, probing questions at the end of your summary, you will identify additional contacts to help you expand your network.

What Should It Include?

When well-crafted, your *Me in 30-Seconds* summary will include:

- A brief personal introduction that includes your **career objective** or the type of position you are seeking.
- A list of three or four **specific qualifications** that prove you meet or exceed the requirements for that position.
- A few **character traits** or adaptive skills that set you apart from typical applicants.
  - self-starter
  - creative
  - motivated
  - organized
  - results-oriented
  - productive
  - problem-solver
  - etc.
- And, when used while networking, **probing questions** that start a conversation leading to referrals or job opportunities.

What Else Should I Consider?

Generally, people only listen effectively for 30 to 60 seconds and they appreciate it when others respond in less time than anticipated. This telegraphs that you are clearly focused and waste no time in getting to the point.

Avoid trite claims that make you sound like a Boy Scout (I'm trustworthy, loyal, helpful courteous, kind . . .). Not only do most job seekers make these claims, but without detailed examples they really don't convey your value to a potential employer.

As a general rule, speak in the present tense. This shows that your skills are still current and applicable in today's market. Finally, remember your audience. You will need to provide more/less detail and industry jargon depending on whom you are addressing.

Sample *Me in 30-Seconds*

"My name is Randy Patterson and I'm currently looking for a job in youth services. I have 10 years experience working with youth agencies. I have a B.S. in Outdoor Education. I raise money, train leaders, and organize units. In the past 6 years I have raised over $100,000 each year. I consider myself to be a good public speaker, and have a good sense of humor."

"Who do you know that works with youth?"

My *Me in 30-Seconds*

1. Write an introductory sentence that includes your career objective. Avoid anything too personal or that could seem negative such as: health issues, unemployment, length of job search, family/financial situation etc...

   Example: *"My name is Randy Patterson and I'm currently looking for a job in youth services."*

   _____

   _____

   _____

   _____

   _____

2. Write a list of three to four specific qualifica tions.

   Example: *"I have **10 years experience** working with youth agencies. I have a **B.S. in Outdoor Education**. I raise money, train leaders, and organize units. In the past 6 years I have **raised over $100,000 each year**."*

a.

b.

c.

d.

3. List two character traits.

   Example: *"I consider myself to be a good public speaker, and have a good sense of humor."*

a.

b.

4. Ask probing questions that **cannot** be answered with a "yes" or "no."

- WHO do you know that works in _____?
- WHAT businesses are in the area that _____?
- WHO do you know that knows a lot of people?

Finally, be sure to write down the names and multiple forms of contact information for future reference. If possible, obtain business cards to ensure proper spelling.

Be not rash with thy mouth, and let not thine heart be hasty to utter anything before God . . . therefore let thy words be few.

For a dream cometh through the multitude of business; and a fool's voice is known by a multitude of words.

-Ecclesiastes 5:2-3

The ***Career Workshop*** will help you avoid common mistakes, find answers, and plan what to do next. Your ward leaders or employment specialist can register you for the next workshop, teach you to use the Provident Living Web site, and introduce you to *LDS Employment Resource Services.*

Contact your employment specialist:

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