

# Marketing Yourself: One-Minute Interview

*Informational Handout*

## **MARKETING YOURSELF AT A CAREER FAIR**

Career fairs are a great way to meet employers in person, but you are not given much time to sell yourself. The following steps tell you what to do so you can let the recruiter know why you are an excellent candidate. First, prepare yourself by knowing your strengths, then work on how to market yourself during the brief time you will talk.

## **RESUME: SUCCESS STORY PRACTICE**

Grab your resume and go through each item (education, work experience, internships, professional associations, memberships, leadership experiences, volunteer work, etc.). Jot down some success stories for each or words to jog your memory that focus on the competencies/skills that recruiters are seeking.

*example:*

If one of the positions you want is looking for people with “conflict resolution skills,” then you need to have several specific examples that demonstrate you have the ability and/or are competent to effectively handle a conflict. So, look at “education” and jot down a few words to remind yourself of an experience where you had to overcome a conflict in a class project, disagreement with a professor, scheduling conflict, etc. that demonstrates:

- what the situation was
- how you handled it/what was your reaction
- how you overcame the conflict and it was successfully resolved
- what you learned from the experience or what you are doing to improve that skill

Then, look at some of the other items (such as work experience, internships, professional associations, memberships, leadership experiences, volunteer work, etc.) and jot down some examples under those where you had to overcome/deal with a conflict.

## **How to Share Your Success Stories**

Simple ways to make sure you tell the whole story.

### **Triple A's**

What does “Triple A's” stand for?

**Assignment** to be dealt with, the **Action** you took, and the **Accomplishments** that resulted.

Your assignment and accomplishment must match and complement each other – the result must solve or resolve the assignment.

### **S.T.A.R. Technique**

Tell them about the **Situation**, the **Task** you had to complete, the **Action** you took to complete the task or achieve the goal, and the **Result** of your efforts.

## **ONE-MINUTE INTERVIEW**

A one-minute interview is typically a response to the “Tell me about yourself” question during an interview or the perfect way to introduce yourself at a career fair. Your one-minute interview should:

- tell employers what you consider important and give insight into your values
- tell employers if you're organized, self-motivated, and focused
- demonstrate that your qualifications, abilities, and potential for success would make you a great fit for the position you are interviewing for
- show that you have done your homework and know about the organization
- help employers determine how well you'd fit into the organization's culture

You can design your one-minute interview to your preferences, highlighting those things that best demonstrate your qualifications and abilities. The key to replying to the “Tell me about yourself” request is to rehearse (not memorize) a 1-2 minute commercial making sure that you highlight specific accomplishments and abilities you wish to convey to the interviewer.

Think about what a commercial does. It focuses on selling a product in a minuscule amount of time. It grabs your attention immediately with information that is interesting. Then it tells why you should buy the product. That's exactly what your commercial should do: grab employers' interest with a confident statement about yourself and then support that statement with specific facts. Concentrate on selling your strong points; tell employers exactly why they should hire you instead of someone else. You can accomplish this by showing them right away (first impressions) that you possess the relevant qualifications needed for the position.

The better you know what you want to convey in your commercial, the more confident you'll feel – and look. Practice by touching on the key points of your commercial so that your expressions and thoughts will sound natural and convincing. Just like an actor, you need to learn certain lines in your script (key points to touch on) and be able to deliver it in character. Be comfortable with your delivery, know who you are, and know what qualifications, skills, and abilities you will be able to contribute to the job and the organization. But avoid sounding rehearsed.

**These are a few things that your commercial can include:**

- How you became interested in this field or passionate about this type of work
- Your academic degree(s), majors, minors, specializations, areas of concentration, certifications, and relevant coursework
- Honors, awards, and achievements
- Specific skills applicable to the position (transferable skills)
- Specific job training, past/present relevant work experience, and internships/externships/co-ops
- Positions of leadership, involvement in professional associations, student organizations, memberships and affiliations
- Volunteer activities
- Technical, computer, language skills, etc.
- Goals
- Business philosophy, work ethic
- Interest and enthusiasm in the position for which you are applying/organization you wish to work for

**SAMPLE COMMERCIAL FOR A PROSPECTIVE NEW GRADUATE:**

“I have always found the journalist’s world both exciting and challenging. That’s why I chose to study Journalism, and although I’ve discovered that the work is much harder than I ever imagined, I’ve also found my true passion in recognizing that the hard work and commitments that are important in this field make it even more rewarding than I expected. Therefore, I am excited about the opportunity to work as a reporter with your organization. I will graduate in May 2009 from the University of Florida with a Bachelor of Science in Journalism. To gain exposure to the field I accepted a position as a staff writer for the Independent Florida Alligator. Working and taking a full course load taught me to organize and prioritize for superior time management skills. I recognize the importance of these skills, as they are essential for success in the position of reporter. Considering the demand of deadlines, I view these skills as especially important in a journalism career.”

Note that the prospective new graduate begins with an enthusiastic statement of interest in Journalism. They are letting the interviewer know that the hard work ethic, which accompanies the nature of the position, is one of its attractions and is appealing to the candidate. The candidate continues by highlighting achievements and how they relate to the position. The new grad sounds focused, enthusiastic, mature, and genuine. Remember to tailor your commercials to the jobs you want. Use the commercial to showcase why you are the most qualified person for the position. And don’t make employers guess/estimate what makes you top quality – be your own press agent and market your best self.

**WHY SHOULD WE HIRE YOU?**

*(This is similar to your 1-minute commercial/tell me about yourself response)*

- Give a 1-2 minute summary presentation on why you are the perfect candidate. (Don’t be distracted by the mentioning of other candidates. Focus on what strengths you bring to the table...competence, professionalism, enthusiasm, and likeability).
- Mention how your goals are similar to or in alignment with the company’s goals.
- Talk about the skills you possess that are needed by the company.
- Discuss how your past pattern of accomplishments will likely continue with this company.
- Finally, stress your interest in the company, why you think it would be a great place to work and do so with enthusiasm. Let them know you really want the job!