

DEVELOPING YOUR PERSONAL COMMERCIAL

SIUE CAREER DEVELOPMENT CENTER

"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.

WHO ARE YOU NOW?

- Describe current and past education, courses, projects relevant to the conversation.
- Include your graduation timeline.
- Do not discuss high school information.
- Current employment that includes specific talking points relevant to the employer/role you are interested in or the conversation.

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 only 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. Consider - what do you want this person to know about you and the skills you have?

FINAL THOUGHTS

The best way to prepare your personal commercial is to write a rough draft response to the 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.

HOW CAN I PRACTICE?

You can make an appointment and practice with a Career Counselor to review and practice for each interview. You can also record yourself over Zoom and review.