

The Infomercial: Tell Me About Yourself

What is an Infomercial?

A concise, yet thorough answer to the question: “tell me about yourself.” Sometimes it is referred to as your “elevator speech.” Everyone should write out, practice and be ready to deliver this short 1-2 minute verbal marketing piece.

Uses for the Infomercial:

1. A response to the question, “tell me about yourself” in an interview.
2. Portions of it can be used on the resume and in other marketing correspondence, such as cover letters.
3. It increases your confidence as you introduce yourself at networking or professional events.
4. A script to guide you when making “cold” telephone calls.
5. Sometimes used for requesting informational interviews or advice.

What to Include:

1. Work Experience
2. Transferable Skills
3. Education/Professional Development
4. Current Status – What you have to offer
5. Employment opportunities you are seeking (if used when networking)

Sample Infomercial

(Crafted for an Interview Setting)

I pursued an undergraduate degree in Experimental Psychology at Macalester College and discovered early on that I had strong analytical skills that I wanted to utilize in my future career. Through college I held Research & Lab Assistant positions and served as a student Board Member for the American Psychological Association.

Upon graduation, I worked for several years for the Department of Health and Human Services with the federal government as a Psychology Assistant, and there I continued to develop skills in psychological research and analysis, writing, program and policy development, and planning. In addition, I was given multiple opportunities to present my research to senior management personnel. Through interactions with management, government medical professionals, I began to consider obtaining a medical degree.

My greatest strengths are in the areas of writing, researching, and analytical reasoning. Now, I am in my second year of graduate school at Meharry Medical College, where I am pursuing my goal to use my analytical and written communication skills in the field of medicine. The choice to combine these two backgrounds has been confirmed by my recent Award for excellence in research writing and acceptance to write for *Medical Research Review*. In addition, I have been volunteering with _____, an organization that _____.

I am enthusiastic about the opportunity to put these strengths to work for you at XYZ company, in addition to learning more about _____.