

# How do you answer “Tell me about yourself”? Create a 60-Second Commercial

**DON'T** start rattling off hobbies, personal information, or family details.

**DO** tell the employer how you can improve his/her business.

You can do this by preparing a 60-second commercial of YOU! Be sure to include:

- Your name and employment goal (or job title)
- A short list of your targeted job skills that meet the employer’s requirements (job specific)
- A short list of transferable skills that make you an excellent employee (general attributes)
- A closing explaining why you are exactly what he/she is looking for

Practice writing your 60-Second Commercial with this outline:

Name & employment goal

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Job skills

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Transferable skills

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Why you’re the one

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Resources to help you identify your skills:

- Attend the “Skills & Abilities” workshop at WorkSource. Schedules can be found online at [www.go2worksource.com](http://www.go2worksource.com).
- Go to [www.careerinfonet.org](http://www.careerinfonet.org) and click on Skills Profiler in the Career Tools box. (Click the “Start your skills profile” button. It only takes 5-10 minutes.)
- Use the WOIS database to access the Skills Assessment tool to help identify marketable skills. (Be sure to create or log in to your profile first, so you can save your skills list for later use in a resume or cover letter. It only takes 5-10 minutes.)
- Visit <http://www.onetonline.org> and search for your prior career(s) to refresh your memory about the skills required and the common tasks you may have performed.
- Talk with former employers or coworkers to help identify your best qualities.