DEVELOP A COMPELLING INFOMERCIAL

Along with the written pieces that you generate in your job search, you will also find it necessary to be able to present your skills and qualifications in a verbal format. While most people will spend a great deal of time creating the perfect resume and cover letters, they often overlook the importance of preparing yourself to talk effectively about yourself, your skills and your experience.

A resume opens the door to opportunity, but the ability to effectively express yourself over the phone or in a meeting, will ultimately determine your success. One of the statements you will hear most often in your search is, "So, tell me about yourself." Are you prepared at this very moment to respond with an interesting and informative summary that you can deliver in less than two minutes?

The ability to provide a compelling verbal summary about your career history and goal is one of the most common initial starting points in a job interview. However, this request is not reserved for interviews alone. It can crop up in many other instances, for example, as an icebreaker in network meetings. Regardless of the circumstance, information is being requested about you. Being prepared with a well thought-out and properly executed two minutes of information about yourself, requires planning.

The average attention span of a normal human being is two minutes. If your side of the conversation is a three or four-minute monologue, your listener's attention is probably drifting to the countless other things they need to be doing at the moment. However, if your statement is too brief, you aren't giving yourself time to capture enough interest to develop a valuable exchange of information.

Action: Download the Create Infomercial Worksheet: This worksheet can be downloaded in Word format under Meridian Career Compass. Complete the exercise requested, and be sure to save a copy for your own records.

The time you spend organizing your thoughts and developing your pitch is time well spent. Do not skip this important step.