

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 lawyers, and in my work with policy and regulatory issues, I began to consider obtaining a law degree.

My greatest strengths are in the areas of writing, researching, and analytical reasoning. Now, I am in my second year of law school at Mitchell Hamline School of Law, where I am pursuing my goal to use my analytical and written communication skills in the field of law. The choice to combine these two backgrounds has been confirmed by my recent CALI Award for excellence in legal writing and acceptance to write for *Law Review*. In addition, I have been volunteering with the Minnesota Justice Foundation with HomeLine, an organization that assists low income clients with landlord/tenant legal issues.

I am enthusiastic about the opportunity to put these strengths to work for you at XYZ law firm, in addition to learning more about transactional legal work.