



Your Infomercial

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<p>Your Infomercial</p> <p>Bob Jamison Digital Director Adtaxi</p> <p>Rebecca Mumford Regional Northeast Recruiter USA Today Network</p> <p>Ashlee Fletcher Regional Recruitment Manager City Year</p> <p>(Bob Jamison)</p> <p><i>Your Infomercial</i> <i>Don't Over Promise and Under Deliver</i></p> <p>(Rebecca Mumford)</p> <p><i>Your Infomercial</i> <i>Hit on Your Interests</i></p> <p><i>Your Infomercial</i> <i>Don't Be Vague</i></p> <p>(Bob Jamison)</p>	<p>If I'm a prospective employee if I had an infomercial to give, the key points you have to sell an employer on is why they should hire you</p> <p>You got that 10 to 30 seconds, make it quick, make it hard, make it concise and go.</p> <p>It's similar to an infomercial, being able to get the quick things that are important about you, the things that are really, that you can help build our organization with and really getting those things across clear and concisely.</p> <p>You don't want to oversell yourself for sure in any type of infomercial. The last thing that you want is overpromise and underdeliver but if you're honest and you're giving common sense reasons as to why you'd be a fit and it makes sense both on paper and how you conduct yourself in an interview, the employer is going to see that. I think it could be helpful to suggest that you could solve problems of a potential employer but at the same time, you have to be careful because they're dealing with that stuff everyday and you don't want to act like you have this magic bullet that may not necessarily be a solution</p> <p>I think what people need to hit on is what their interests are, really strongly, not just, I want to be in sales, but I want to provide customer service, I want to provide customer solutions, really target what you do, don't be vague, you only have ten to 30 seconds for that piece, you can't talk around it, you need to say, hi, my name is Rebecca mumford, I'm a recruiter, I can fix your recruiting problems by doing x, y, and z and you really show them how you can fix their problems and that gets you in the door.</p> <p>The best thing you can do is summarize it, three key</p>
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(Ashlee Fletcher)

Who You Are

What You're Good At

Why You'll Be a Good Fit

points: say who you are, what you're good at and why you'll be a good fit for the company

Tell me a little about yourself, so maybe some things that you've done, some experiences that you've had, just kind of making it very concise, some activities that you've been involved with, telling me a little about your major, things that you're involved with in school or outside of school that kind of give me a glimpse of who you are as a student and a person, I think it's very good to have the personal touch.