

When networking, you frequently have only a small window to introduce or market yourself professionally and must be prepared to use this time effectively! The “Two-Minute Infomercial” is a brief compelling statement designed to tell the listener who you are professionally, your most important strengths, past professional accomplishments and future goals.

### Direct Benefits

The two-minute infomercial:

- Portrays an instant snapshot of who you are and what you want
- Gets you known and generates interest in you
- Helps people help you. Listeners are in a better position to:  
Provide useful information and resources
  - Provide useful information and resources help
  - Refer you to others who could help
  - Offer information on new business opportunities/customers/clients
  - Reveal potential job or career opportunities
- Provides opportunity to highlight professional accomplishments and success
- Makes people aware of your professional goals and/ or what you are exploring
- Sets the focus for further conversation

### Infomercial Guidelines

- Start with identifying your strengths and back them up with examples of accomplishments.
- Define yourself as a problem solver with a proven track record.
- Identify your professional goals and/or what areas you are exploring
- Practice presenting yourself in an organized articulate way with others who can give you feedback
- Identify who needs to know about you and place yourself in positions to interact with them
- Determine who your audience is and tailor the two-minute infomercial accordingly
- Deliver infomercial with enthusiasm and conviction

### Highlighting Accomplishments

The best predictors of future success are past accomplishments. Be prepared to showcase your successes using the **CAR** model, which focuses on the impact and results of your actions using clear, powerful statements:

- **Challenge** - What was the challenge you encountered?
- **Actions** - What specific steps did you take to address the problem or opportunity?
- **Results** - What were the specific outcomes of your actions?

Example: “Assumed management of low performing Pro Shop, increasing profits by 21% in one year by utilizing selective buying and creative merchandising techniques.”

## **Opportunities to Use Your Two-Minute Infomercial**

You can use your professional infomercial in the following settings and circumstances:

- When conducting a job search, laying groundwork for workplace advancement, or promoting a business
- During professional organization events, information meetings, networking events, job fairs, interviews (“Tell me about yourself”), social events, and with current and former colleagues, friends and family
- Especially effective with people who know a lot of people, who are visible in your field and know it well, and who actively practice networking.

## **Creating Your Own Two-Minute Infomercial**

As an aid in helping you prepare your own two-minute infomercial, see the CEC document titled “Marketing Yourself Professionally: The Two-Minute Infomercial Template.”