



## WHY SHOULD I HIRE YOU? GETTING YOUR MESSAGE OUT

by John Reid, Racine County Workforce Development Center

Knowing exactly what you have to offer a prospective employer and communicating that information clearly is essential to getting hired, whether you do it with a resume and cover letter or at an interview. If you have an interview, one effective method of presenting the reasons you should be hired is through a very short speech of 30 to 60 seconds (often referred to as an “elevator speech”) that answers the dreaded interview request to “Tell me about yourself.” That question really asks “Why should I hire you?” How you respond can make or break your chances of getting the job.

The first step to creating an effective presentation is to organize your thoughts and get them down on paper. Here’s how to put together a rough script:

Start off with your name and the type of work you want to be hired to do. Next, put down your major qualifications for the job you’re after. Think of your key skills, knowledge, education, and the experience you have to offer. Explain how you will put these qualifications to work for the employer and help the company be more successful.

Now, write why you want this position at this company. You should have done some research about the company. From what you learned, put down something positive about the job and the company that really interests or impresses you. If you have interviews with several companies, this part will change to fit each situation.

The final statement in your speech should ask for the job. Say something like, “I have the necessary qualifications to do a great job for you if I’m hired. I want the job.”

When you have all of this down, connect the sections together as if you were writing the dialogue for a TV show or movie scene in which a character is applying for a job. The speech should sound like normal conversation when you read it aloud.

Now read the speech out loud while timing yourself. If it is longer than one minute, remove words that are not absolutely necessary. Time the revision. If it is still too long, you need to analyze what can be eliminated while still getting your message across. Once your speech meets the 30 to 60 second time limit, practice it in front of a mirror until it sounds natural and unrehearsed. Ask someone you trust to play the role of the employer and offer feedback on your presentation. Revise your script if necessary based on the feedback you receive. Continue to practice the final script until you have it memorized, and can easily deliver it in no more than one minute. Mastering this speech will favorably impress employers and help you stand-out from your competition. A nice side benefit for many people is increased self-confidence.

If you would like help developing your “elevator speech,” make an appointment with a Career Counselor at the Workforce Development Center by calling 262.638.6429 or visit us on the Racine County Workforce Development Center website at <http://www.wdc.racineco.com>. The Workforce Development Center is located at 1717 Taylor Avenue, Racine, the main phone number is 262.638.6312.