**Introduce Yourself to Employers in 60 Seconds**

You step into the career fair and make your way toward a representative from the top-ranked company on your job-search list. What can you say and do during the next 60 seconds to make this recruiter want to explore hiring you?

Hit them with your one-minute introduction!

**Follow the formula**  
Use the following formula to build your 60-second introduction:

* Name
* Class (senior, junior, sophomore)
* Major
* Opportunities that you are seeking
* Relevant experience (work, internship, volunteer work)
* Highlights of skills and strengths
* Knowledge of the company

Tailor your introduction to each employer you approach based on research and knowledge of each company. (Here’s where to start: Get a list of employers attending the career fair from your career center, and check out their websites for information about products, services, and opportunities.)

**Practice to perfection**  
Practice your introduction so that you can move on to the important next step—the interview. Add positive nonverbal communications—eye contact, facial expressions, body language, and posture. Practice with a mirror, a friend, and/or a career services staff member.

**Ask a great question**  
Next, make yourself memorable by asking a question about the company. (These questions are based on information you’ve found in your research.)

* “Could you tell me more about the new (product) you are developing?”
* “Could you tell me more about your financial management training program?”
* “What type of projects do your interns work on?”

Avoid the following:

* Asking what the company does;
* Asking if the company has any jobs; and
* When asked what type of position you are seeking, saying you would be willing to do anything at the company.

*Courtesy of the* [*National Association of Colleges and Employers*](http://www.naceweb.org)*.*