CREATE YOUR THIRTY-SECOND INTRODUCTION

Before you call employers, you need to be able to say who you are and what you want. This is represented in your resumes and your letters, but you also need to be able to give an oral presentation – a thirty-second introduction to you, the jobseeker. Here is an example.

I am a recent college graduate with a degree in Fine Arts. My experience emphasizes traditional art forms as well as photography and media. I was on several campus committees devoted to promoting and producing visiting artist lectures, including several community events. I’m interested in pursuing arts administration and the non profit museum world, which is why I’m contacting you.

Tell (a) who you are, (b) why you’re calling, and (c) what you want. Be straightforward, be direct, and remember to push hard for referrals. Broken down, here is the skeleton of a typical for a thirty-second introduction:

Hello, __________________________. My name is __________________________.
I was referred to you by __________________________. I’m a __________________________.
My strengths are __________________________. I’m interested in __________________________.
I’m calling because __________________________.

Construct your own thirty-second introduction right now. Remember to convey who you are, why you are calling, and what you want:

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Read it aloud and revise it until you can make it sound natural.