

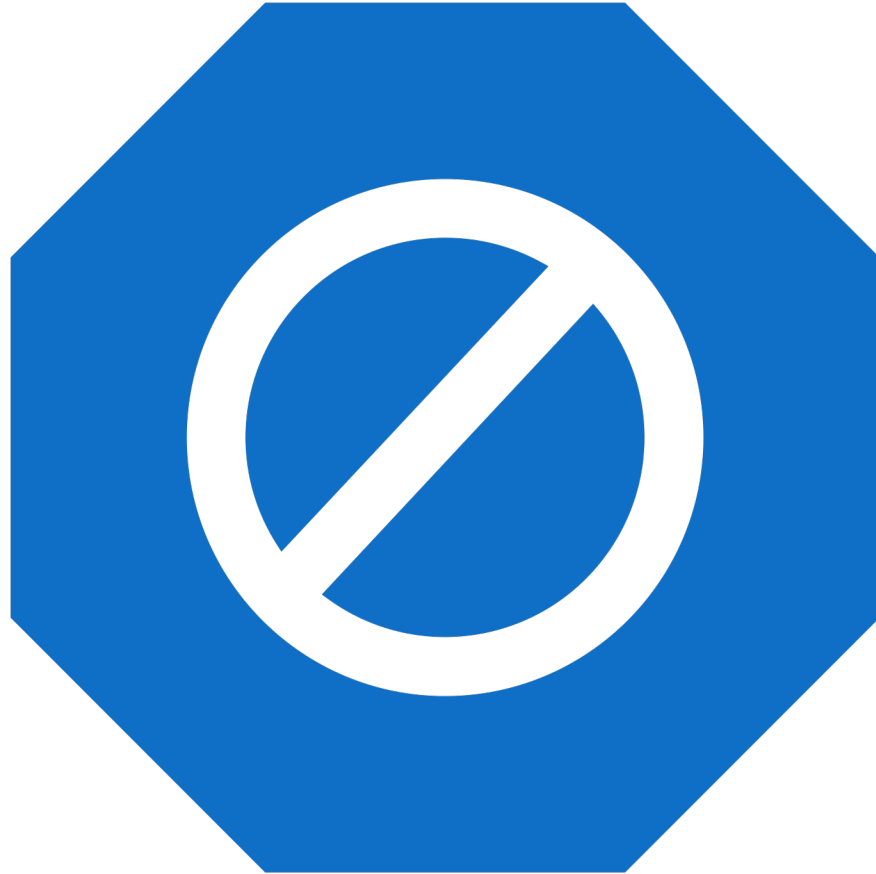


Creating Your 30
Second Message



Be Brief

- No life stories
- Give the value
- Nail the one thing you want the listener to hold onto



Be Gone

- Resist the urge to elaborate and embrace the silence
- Always leave them wanting to ask more questions
- End with an Action Step or question, when appropriate

Example:

- My name is Ashley and I have a decade's worth of experience in helping others, working primarily with children who have special needs. Over the past few years, I've been strengthening these skills through my work with a local agency to support inclusive education. Eventually, I'd like develop education policy in regard to classroom adaptations for students with special needs. I read that your organization is involved in educational policy. Can you tell me how someone with my experience may fit into your organization?
 - Be flexible
 - Rehearse but don't sound rehearsed
- I recently graduated from college with a degree in social sciences. I worked as an intern at the local substance abuse center as well as interning with a local mental health agency. I'm looking for a job that will put my new skills in social science to work.

Creating Your 30 Second Message Worksheet

- **I. IDENTIFY YOUR OBJECTIVE:**

- Why do you want to deliver this message? Write a clear-cut, concise objective in the space below.

- OBJECTIVE:

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- **II. KNOW YOUR LISTENER:**

- Who will hear this message? Write down as much information as you can about your listener(s). What facts do you know about your listener(s) that might influence the way you deliver your message?

- WHO'S LISTENING?

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- **III. THE RIGHT APPROACH:**

- How will you get your message across? What is your strategy, game plan or theme? Write your approach in the space below.

- **APPROACH:**

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- **IV. SELECT YOUR HOOK:**

- In one sentence, what is the most unusual, interesting, dramatic, or humorous part of your message?

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- **V. BUILD THE BODY:**

- The what, who, where, when, why, and how of your message are the questions which are answered in the body.

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- **VI. DECIDE ON A CLOSE:**

- Do you want to use an action close (hard sell) or a reaction close (soft sell)? Which strategy will work best with your objective, approach, and listener(s)?

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- **VII. YOUR 30 SECOND MESSAGE:**

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