

You in one minute – sell your skills in a video

A video application and video CV are good ways to stand out and provide a recruiter with an opportunity to get to know you right at the start of the recruitment process. The idea is to talk about yourself and your skills in your own words.

1 Think about what you want to say and say it in about one minute.

- Plan a clear order for your pitch. Write a loose script.
- Memorise your pitch, avoid reading from a piece of paper.
- Focus on the opening to raise interest.
- Explain what makes you ideal for the job that you are applying for. Do not hesitate to highlight what you are good at, what you can do and why you are interested in the job.
- Give a positive impression of yourself so that the employer will want to hear more about you.

2 Prepare well.

- Choose a clear background and shoot the video in good lighting conditions.
- Ensure good sound quality.
- Use a high-quality camera. Smartphones have good enough cameras to record videos like this. Make sure that you can shoot the video without interruptions or distractions.

3 Consider your performance.

- If you have a tendency to fiddle with something or run your fingers through your hair, try putting your hands behind your back, for example. Being relaxed makes you look focused.
- Smile. Smiling makes you feel good and often makes the viewer smile as well.
- Speak clearly and calmly. Avoid common filler words such as 'like,' 'right,' or 'kinda.'

4 Be sharp.

- Maintain good posture.
- Dress in your own style, but take the job that you are applying for into consideration. Avoid wearing clothes with small checkered or other patterns or lines, as they can cause distracting screen flickers.
- Make sure that your hair is in order and your face is not shiny.

5 Shoot the video in one take.

- Practise by shooting multiple takes. Shoot the final video in one take.
- Talking about yourself naturally without interruptions gives a good impression.

6 Finalise the video.

- Edit out the parts where you enter the frame at the start and stop the recording at the end.
- Add your name to the video.
- Upload the video somewhere where it can be viewed, such as YouTube.

7 Use the video in job seeking.

- Job advertisements or application forms will often state whether you can submit a video.
- Include a link to the video in your application.
- Be sure to also utilise your video CV in job search services and your LinkedIn profile.