

</> Minute 1: your hook 0-60 s

Your first minute decides whether the recruiter stays. Write it here, block by block, in your own words.

HOW TO USE THIS CANVAS

1. Pick a style per block and check it — the styles come from the article « What to say in the first 60 seconds ».
2. Write your sentences on the lines. In your own words: nothing to recite, everything to tell.
3. Read it all out loud and time yourself: aim for 60 seconds or less.
4. Need inspiration? Camille's example is on page 2.

1 Your hook — your handshake 0-10 s

From the very first sentence, we should know who you are and why to keep listening. Smile, look at the lens, speak like you would to a person.

Your style:

☐ Direct & confident

☐ By passion

☐ By a question

☐ By a number

2 Who you are + your strength 10-30 s

Your job, your specialty, what sets you apart — in one or two sentences. Answer the recruiter's question: « what can this person actually do? »

3 What you're looking for 30-45 s

A clear direction, not « any job ». Frame it as a meeting between what you offer and what the team needs.

4 The transition to your proof

45-60 s

Announce what's coming: the story you'll tell in the second minute. One sentence is enough.

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