

</> Minute 3: your call to action 120-180 s

The last sentence is the one that stays in the recruiter's head. Close with warmth — and give them a real reason to call you back.

HOW TO USE THIS CANVAS

1. Fill in the four gestures in order: summarize, project, invite, close.
2. Write in your own words, then read out loud: aim for 60 seconds, smile included.
3. Neither lukewarm nor pushy: you invite, you don't beg.
4. Camille's example is on page 2 — and closes her full video.

1 Your synthesis — tie the ribbon 120-135 s

In one sentence, recall the essential of who you are — without repeating your intro word for word.

2 What you're looking for, with conviction 135-155 s

No detours, a clear direction. If your application is targeted, say why THIS company interests you.

3 Your invitation — the call to action 155-170 s

Clearly say what you propose as the next step: a message, a call, a meeting. You're the one reaching out.

4 Your warm close 170-180 s

A thank-you, a smile, a last positive impression. That's the one people remember.
