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# TMAY: The Art of the *Intro*

The method that replaces "Hi, my name is..." with an intro people actually remember.

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## WHY THIS MATTERS

If you give a boring intro, the interviewer slots you into "generic candidate" and spends the rest of the interview confirming it. **Nail your intro and the entire dynamic flips** — they're curious, they're rooting for you, and they listen to every answer differently.

## THE METHOD

### How to build your TMAY

#### 1. Look back for the moment

Dig into your past for a specific experience or turning point that connects to why you're pursuing this career. It doesn't have to be dramatic — it has to be real.

#### 2. Tie it to right now

Connect that moment to the role, the company, or the reason you're in the room. The bridge between "here's what happened" and "here's why I'm here" is what makes it land.

#### 3. Keep it tight

Interview: ~45 seconds. Career fair: 3-5 sentences, under 30 seconds. This is a hook — you want them leaning in, not checking the time.

#### 4. Make it yours

Practice until it sounds like you talking to a friend. If it sounds rehearsed, it won't work. The power is in the authenticity.

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#### EXAMPLE

##### Matt — Marketing Major

*"Hi, I'm Matt — but you can call me the Red Bull guy. I used to be a finance major until a Red Bull commercial convinced me to switch to marketing. That's why I'm here interviewing today."*

He didn't list skills. He demonstrated one. The interviewer leans in instead of checking boxes.

#### ADAPT BY CONTEXT

Setting	Length	Key
Interview	~45 seconds	Full story + why this company
Career Fair	<30 seconds	Hook + what you're looking for
Networking	Conversational	Same story, looser delivery

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# Your TMAY *Worksheet*

Work through each section. Write freely, then tighten it up.

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## STEP 1: YOUR MOMENT

What experience or turning point led you here?

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## STEP 2: THE CONNECTION

How does that moment explain why you're in this room?

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# Write Your *TMAY*

Three rounds. Each one tighter and more natural than the last.

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## FIRST DRAFT

Put it together. Write it like you'd say it.

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## SECOND DRAFT

Cut the filler. Sharpen the hook. Make it tighter.

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## FINAL VERSION

The one you'll say out loud. Practice until it's yours.

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# Refine & *Practice*

Adapt for different settings and make sure you're ready.

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## YOUR 45-SECOND VERSION

Interview length. Time yourself — cut until it fits.

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## YOUR 30-SECOND VERSION

Career fair / networking. 3–5 sentences max.

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## SELF-CHECK

### Before you walk in

- Does it start with something specific and personal — not "My name is, my major is"?
- Can you draw a clear line from the moment to why you're here today?
- Does it fit the time (45s interview, 30s career fair)?
- Would a stranger lean in and want to hear more?
- Does it sound like you — not a script?
- Have you practiced it out loud at least 5 times?

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Remember: **correct doesn't get remembered. Memorable does.**

More resources at [erintran.com/resources](https://erintran.com/resources)