

30 Second Commercial Worksheet

Features/Benefits of your Product/Service/Company.

What makes you unique? What sets you apart from your competitor?

Consequences to a Prospect of not having these features/benefits

**Who is Your Audience? Who are you trying to reach? Who do you best serve?
What are their concerns?**

Your Commercial:

My name is _____ with _____.

Is what you do clear in the name of your company? If not state, very concisely, what you do?

We help companies/people who are worried/frustrated/concerned about

_____ <the results you achieve> <the problem your product resolves> _____

Using Your 30-Second Commercial.

Speak Clearly and Loud enough to be heard (especially when in a group)

Memorize it, but don't make it sound canned.

Don't rush it. Pace it. Give it the proper emphasis it deserves.

Personalize it whenever you can.

Different versions for different occasions:

Elevator Version (8-second commercial)

60-second commercial

2-minute commercial

For different aspects of your business:

For different types of audiences:

With a Prospect:

With a Referral Partner:

In a Networking situation:

Person-to-Person:

Voice Mail:

