

Do's and Don't's of 30-Second Commercials

Think of it as an Introduction

- Although you are trying to let people know what you do, don't sell.

How many 'introductions' do you need? Depending on the situation you may need quite a few different introductions

- How long do you have to get their attention? 8-seconds? 30? A minute? More? Be prepared with intro's of different lengths.
- What do you say if you've used your 8-second intro, and they ask for more?
- How many services do you offer? Don't try to make one introduction apply to all of them. Listen first and know who you are talking to, so you know which of your services would make the most sense for them.
- Are you talking to a potential client? Or a potential referral partner?

Be Prepared:

- The less time you have to get your message across, the more time you need to spend on preparing, making sure you use the right words.
- Time yourself. If you have 30 seconds and you take a minute, you are taking time from someone else, and people won't appreciate that. It also says something about the service you offer. If you go over time, will you go over your estimate?
- Rambling through your introduction not only makes you seem ill-prepared, it gives the impression your service may be just as haphazard and disorganized.
- Don't go through lists of your services. It's a sure way to put your audience to sleep.
- Be prepared, but don't sound like you're reciting. Talk normally.

Don't include irrelevant information. If you only have 30 seconds, don't waste a second of it telling them something they don't need to know now.

- Where your office is located, or how long you've been in business, doesn't matter at this point.
- What you do or how you do it is not as important as what you accomplish.
- If you tell them what you can do for them, there will be time to get to the rest later.

Benefits not Process

- Though they don't want to admit it, most people want to know "What's in it for me?" so you have to tell them what you will accomplish for them.
- Your introduction should tell them what you will do for them, not how you are going to do it.
- What are the concerns your potential clients have when buying your product or service? If you can resolve that concern up front – they are yours!
- What sets you apart from your competitors? What is your Value-Added-Proposition?

Remember the purpose:

- It's an appetizer, not a main course: you're trying to 'entice', get them to ask for more.