

## Making Your 30 Second Commercial Work for You

So you are ready to start networking ... until someone tells you only have 30 seconds to describe your business. Take heart, here is a simple three step formula that will help you create a great commercial.

### **Step One: Answer these questions:**

1. How would you describe your ideal client?
2. What problems do they face that you, your products or services solve?
3. What benefits will the client receive and how will they feel - i.e. what's in it for them?

### **Step Two: Craft your message:**

1. Write a short headline with one well-defined message you want to send to potential customers. What is the single-most important thing you want your audience to know about your product, service, brand or idea? What do you do? Who do you help? If this is all the customer knows about you, does it give him or her a clear picture?

*"I'm Daphne Jones with It's Your Business. I help business owners and managers grow their business."*

2. Expand on that message – what specific product(s) or service(s) you want to highlight at this event.

*"I help business owners increase their sales and revenue and decrease their stress levels. I do this by helping my clients set S.M.A.R.T. goals, create cohesive action plans, and stay accountable until they achieve their goals. My clients are confident that they are taking the right steps to build their business."*

3. Combine parts 1 and 2 together and you almost have your 30-second commercial. If potential clients walk away from the conversation hearing only that, they have a good idea of what you do and how you might help them.

### **Step Three: Close your commercial with your name, company, profession (optional) and memory hook.**

*"I'm Daphne Jones with It's Your Business. It's YOUR Business, why settle for less?"*

A good commercial builds a favorable first impression of you and your business, makes you memorable and clarifies what you offer and who benefits. Follow these three steps and you will be well on your way.