



How to Write Your 30 Second Commercial Exercise

Learn to be memorable, stand out from the crowd, and make more contacts!

Suzanne Muusers – ICF Certified Marketing Coach

What do you say when you are asked what you do for a living? Do you nervously string together a few sentences without coherent thought? Do you choke up, get red in the face, and wish you knew what to say? Do you blurt out something boring? (Oh please no!)

We have all at one time or another been at a loss for words speaking about what we do, and when that happens, we lose an opportunity to make an impression that could bring us business for years to come. This exercise is intended to help you create a 30 Second Commercial that will set you apart in the market place, be more memorable, and get more business!

1 Describe What You Do

Suzanne	YOU
What I do:	What you do:
I am a Marketing Coach	
I help clients focus	
Brainstorm	
Write a marketing plan	
Set goals	
Work on strengths & confidence	
Push clients to be bold, daring and courageous	
Open doors to new possibilities	
Create an action plan for success	

2 Describe Your Target Clients

You want your listeners to understand who you work with. You want them to think about who they know that could use your product or service, so give them an idea of who you target.

Suzanne	YOU
My Target Client:	Your Target Client:
Entrepreneurs/Business Owners	
Independent Financial Advisors	
CPA's, Architects, Attorneys	

3 Create Your HOOK

The HOOK: Your goal is to be memorable!

Your **HOOK** should be the first thing you say, the tidbit that makes you **memorable**. You want to get off to a good start by making an impression on your prospects by starting with a catchy statement. **PLEASE** don't be boring. There are too many boring business owners out there – we don't need any more. Be interesting and be successful!

You should have several hooks that you can use in differing situations. Your bold attention-getting hook should be saved for reciting your 30 second commercial in front of a group. You should have a less attention-getting hook for one-on-one conversation, one that is not so "salesy." Consider asking a question to make people think!

Here are some lead in phrases or hooks to start off your 30 Second Commercial:

Imagine your life with...
Did you know that...?
Now you can have...
Do you want more X in your life?
Does your business need...?
The secret of X...
Have you joined the X revolution?
Get rid of (problem) once and for all...
Here's a quick way to (solve a problem)...

Suzanne	YOU
My Hook:	Your Hook:
Who wants to know the secret to business success?	
Goals are dreams with deadlines!	
Imagine having clients lining up on your doorstep wanting to do business with you...	

4 List the RESULTS or BENEFITS your clients typically achieve or the PAIN you help them avoid rather than FEATURES of your product or service

Typical results/benefits are:

Save time, make more money, achieve prosperity, find wellness, good investment, good life, less stress, more space, have a dream home, more support, improve potential, more power, more productive, progressive, have freedom, become beautiful, build wealth, find more time, find a solution to a problem, avoid pain

Note: If your product or service is difficult to describe or difficult for the client to understand, give an example of how you have helped a client or even how you would like to in the future.

Suzanne	YOU
My Clients Achieve:	Your Clients Achieve:
VISION - Creating a vision for their most successful business	
PLANNING - Identifying goals and objectives by creating a Marketing Plan that challenges them to play a bigger game	
BRAND - Developing a brand for their business that attracts their ideal client who is willing and able to pay their fees	

BUILD WEALTH – Focusing on key activities designed to move the owner further than they've gone before	
SAVE TIME - Freeing up time so that the business owner can enjoy a more carefree lifestyle	

Seasonal Businesses - if your business is cyclic, don't forget to create a commercial for each season. This applies to CPA's, financial advisors, landscapers, business coaches, party planners, home builders, caterers, and more. Think carefully how this may apply to your business.

5 Put it all together to create your 30 Second Commercial

ACTION ITEM:

Develop your 30 second commercial so that it is **MEMORABLE** and appeals to your target client. Compose your commercial so that you address what you provide your client in terms of **BENEFIT**. What **PAIN** do you solve for them? What makes you different?

You should have several 30 second commercials, one for each target market. You will also need a 10 second commercial to use when time is in short supply.

Suzanne (notice the bolded benefits)

HOOK: Imagine your life with more SUCCESS and less effort!

I help business owners and independent financial advisors create an Effortless Marketing Strategy designed to **maximize their income** through sales and marketing tactics. My clients learn how to **draw business to them** by becoming experts in their industries, by speaking, writing, and optimizing their websites, and by being bold and daring and taking risks with confidence.

My clients learn to **focus on what they do best** so that they can **take more time off** to travel and live the life they've always wanted.

You:

HOOK:

6 Practice, Practice, Practice

Stand in front of the mirror and practice your commercial. Practice with your spouse, your friends, and your dog. Practice a 10 second version and a 30 second version. You will need both depending upon the opportunity. You will use a 10 second commercial when you are meeting face to face in a casual networking environment or when you are introduced to someone. You will use the 30 second version in a more structured situation such as a professional leads organization like [LeTip International](#).

Closing Comments

Your biggest opportunity for success with your 30 Second Commercial lies in how you follow up with contacts after the event. What do you do with all the business cards you collected? Don't wait for them to call you! **Take the initiative and call or email each one.** My clients learn to follow up with contacts within 24 hours to schedule coffee or lunch. Use this opportunity to find out how you can refer business to each other. Be a "giver" and you shall receive.

Toastmasters

Since practice makes perfect, you may need to seek out opportunities to practice speaking in front of a group. The perfect opportunity to practice public speaking is [Toastmasters](#). Visit the website and find a location near you. Even if you never plan to give a keynote speech to thousands of people, attending Toastmasters will help you speak more confidently not only in front of others, but also one-on-one in everyday situations. Toastmasters is a supportive environment with a structured meeting that encourages all members whether new or experienced to practice public speaking.

Le Tip International

LeTip is the world's largest privately owned business leads organization and a great way for you to grow your business. Members meet weekly to exchange pre-qualified leads or "tips", work on presentation skills, and network in a professional environment. Only one member per business category is allowed, so your business interests are protected. Visit www.letip.com to find a chapter in your city.

About the Author:



Suzanne Muusers is a Business and Marketing Coach based in Scottsdale, Arizona. Suzanne helps entrepreneurs and independent financial advisors build wealth through marketing and branding strategies. She is a credentialed member of the International Coach Federation (ICF), serves on the Board of the ICF Phoenix, is a Toastmasters Competent Communicator, has been a LeTip member since 2005, and has owned or managed a business every year since 1981.

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