



## Points to touch on in your infomercial:

- ✓ Who are you? What are your professional interests and expertise?
  
- ✓ What do you think sets you apart from others in your field?
  
  
  
  
  
  
  
  
  
  
- ✓ What benefits can you provide? Why people use your services?  
What will your business do for your listener?
  
  
  
  
  
  
  
  
  
  
- ✓ Why they would benefit to talking with you further?
  
  
  
  
  
  
  
  
  
  
- ✓ Follow up with an action.... *Phone number, meeting for coffee, etc.*

### ***An Example:***

#### ***... answering the question what do you do?***

I help individuals take the "if" out of life. (PAUSE)

#### ***... how do you do that?***

Together we proactively plan for life's uncontrollable and controllable events.

What's unique about the experience is we will identify potential problems and focus on solutions that will give them piece of mind.

Together we implement a plan to ensure their family is protected and their goals for the future can be met.

#### ***... ending the commercial***

I'm glad you asked, I would love to discuss this further over a coffee sometime?  
Here is my business card. Can I get your phone number and give you a call early next week to set up a time that works?

#### ***... change topic, don't start getting sales pitchy***

**Part B:**

Begin working on your 30-second commercials. What will effectively introduce you, your business, and the benefits you can provide in the most general sense.

**Part C:**

Need some input? Find someone you can practice with.

Ask them if you generated interest for them to want to learn more?

Where they comfortable with you asking for their contact information?

**Part D:**

Review and revise your draft commercial. When you're comfortable with your commercial, begin to practice delivering it until you feel confident and able to communicate in a natural manner.

**Part E:**

Role-play with your mentor. This feedback will determine your next steps:

- Continue to work on the content
- Continue to work on the delivery
- Begin using at all appropriate times

If you working with different markets/profiles, you may want to consider creating different commercials that reflect the specific value you can bring to different markets.