



# PREPARING YOUR 30 SECOND COMMERCIAL

Impressions are formed within the first 20 – 30 seconds, of meeting someone. To maximize the effectiveness of your weekly commercials, prepare what you will say in advance so that it will be an effective marketing tool to get the referrals you are seeking. The use of approx 75 words is equal to a 30 second commercial.

Each meeting you will have two opportunities to market your business. These commercials can be the same or different depending on the needs of your business and the services/products you are marketing.

Read aloud and practice the commercial until you can present it without reading. Each member is asked to stand when giving their commercial. Make eye contact with 2-3 members as you speak. Remember members will need to hear information about your business repeatedly to get to know how they can generate referrals for you. What do you want your members to remember about you and your business when they leave the meeting?

The use of visuals in your presentation such as an actual product can make your commercial stand out!

**20 Words: Who are you and what you do [your name, business name, category, services offered]**

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**30 Words: A good referral for me is...[what or who do you want your members to refer to you? BE SPECIFIC]**

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**25 Words: I need you to...[don't forget to ask for specific introductions]**

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## SPEAKER INTRODUCTION

**Name:**

**Business Category:**

Use this form to print or type a 30 second introduction (75 words or less) to be kept in the Business Card Box & read prior to your 10-minute talk. Speakers may bring a small giveaway to be drawn from that day's OUTSIDE Referrals.