

## *Creating a Captivating Commercial*

Think about all of the TV or Radio commercials you have ever heard. Which one sticks in your mind every single time you hear it? Why? It probably has something to do with the sound, a visual, something that is catchy and captivating.

Our business commercials are no different. They must contain the same elements for our audience to retain even parts of what we are saying.

- Identify the type of message that you want to leave
- Understand your role. You are a marketing representative! It is important to see yourself as such.
- Know exactly what you are marketing. This can be tricky in a category exclusive group. Be careful not to overstep category boundaries.
- Make a bold statement. We have on average 9-13 seconds to captivate before we lose the listener. Make the most of the first few seconds and you'll have them hooked!
- Be adaptable; do not say the same thing every meeting. Keep your audience engaged.
- Who is the ideal client or referral partner? Share what is a good referral and how your audience can assist you in finding this ideal client.
- Ask questions— "How do you..." "Do you find..." "When was the last time..."
- Provide unusual or historical facts; be prepared to back up your claims
- Use phrases like "Imagine if you had financial freedom." It allows the audience to become emotionally invested.
- Know your audience. Think through and provide answers to the questions that they didn't even know they had.
- Share a brief customer testimony. "It brings me so much joy to see the client smiling because they achieved their weight loss goal."
- Do not forget the call to action! Be specific; do not be afraid to come out and ask for what you need or are seeking.
- End with intrigue; provide an incentive to take action. Phrases like "I am so excited to share the end of this story!" will incent your audience to approach you after the meeting to discuss further.
- Close out well. Too many times, we forget to end with a great closing phrase and more importantly, repeat our name and business!

Practice, practice, practice! Commercials are continually evolving. Keep it fresh by reworking on a regular basis to captivate your audience!