

Creating a Captivating Commercial

By Melissa McGavick, WBN Cranberry Chapter Member, WBN President of the Board 2009 -2010

Here it is; another WBN meeting; another day to give a commercial. Are you going to say the same thing you have said for the last three meetings? Are you going to say something new? Does anyone even listen to them anyway? Can you remember anyone's commercial from last meeting?

Your commercial is important. Your commercial is not intended to sell the people in the room, but to help them know how to promote you to their business and personal contacts. Companies pay millions of dollars to create commercials people will remember. They know that each time you see or hear their product it anchors a feeling in the mind. The stronger the feeling, the more effective it will be in producing buying responses.

I imagine you don't have millions of dollars to hire a crack team of creative advertising geniuses, the best production team, a celebrity spokesperson and airtime. So how do you give a commercial that will help people remember your message?

Think of your commercial as a mini speech. You need an opener, body, and conclusion and your stamp.

1. Opener: Start with something that will surprise them, educate them, or make them think. Quote a statistic (45 % of all women...), state a fact (did you know...), or ask them a question (When was the last time you...)
2. Body point 1: Tell them your name, company name and who your best customers are.
3. Body point 2: Your best customers may be "mid-career business women who are
4. Body Point 3: Then tell them about two or three issues you solve for that best customer.
5. Conclusion: Ask for the introduction "if you know a person with one or all of these issues, introduce us
6. Your stamp: Name, company name and a tag line or final thought. Tag lines are a great way to keep your message in the mind of the listener. Make sure your tag line is short and sweet. Think of the large companies tag lines. Typically they are one to five words. They are not full or long sentences.

Remember this is a commercial – not in infomercial. You have 30 to 60 seconds to get them to want to have a conversation with you. You are not closing a sale; you are whetting the appetite of a potential person who will refer you.

Practice your commercial as you get ready in the morning. Say it in the shower and the car. When you have said it a few times it will sound more natural and you are more likely to remember it than if you had just seen it on the computer screen or piece of paper.

I also recommend writing many versions of your commercials, before you need them. Typically, when I work with someone on their commercials, we may write anywhere from five to twenty five commercials and a menu of ala-cart commercials to ensure it will be a long time before they run out of things to say. When you have a bank of commercials, it allows you to become more confident in your delivery and style. You will also be able to focus on listening to the other member commercials because you're fully prepared.



About the Author: Melissa McGavick is President of McGavick Interactive Training, and a professional public speaker. Typically she works with successful business people who want to develop their public speaking and communication skills, leadership potential, and sell their ideas or products more effectively. She can be reached at by phone at 412-400-3414. More information is available at www.mcgavick.net.

Melissa has served as a Chapter Rep and Chapter Chair of the Cranberry WBN chapter, chaired ten different WBN committees, served as both Vice-President (2008-2009) and President (2009-2010) of the WBN Board of Directors. In 2008 she was selected as the WBN Woman of the Year. Melissa has also served in the top leadership positions in four other non-profit organizations, including the Pittsburgh chapter of the Downtown Women's Club, Women Entrepreneurs in Business, Women Think P.I.N.K., and Toastmasters International District 13.

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