

Commercial

30 SECOND

Your 30 second commercial is not the same as an elevator pitch.

It should vary from meeting to meeting. Giving the same commercial at every meeting will result in people tuning you out. Further, they will be less likely to refer you because you're only showcasing a very narrow slice of what you offer, who you help and how you solve people's problems.

But what should you talk about?

Fear not! In just 15 minutes you can easily plan *an entire year's worth* of 30 second commercials using this tool!

Here are 3 types of things you can talk about that will help members get a fuller understanding of how you can help them and the people in their network. This will make it *much* easier and more likely for them to refer you!

- 1 PRODUCT FEATURES AND BENEFITS:** Brainstorm a list of your products and their features and benefits. Choose one to highlight at each meeting and be sure to include how it solves the customer's problem.
- 2 TIPS TO SOLVE A PROBLEM:** Showcase your expertise by giving a quick tip related to the problem your product or service solves. Plus, it's something of value they can use right now.
- 3 CLIENT CASE STUDY:** Give an example of a client whose problem you solved in a specific way. What was their problem and how did you solve it? How did they benefit?

PRODUCT

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QUICK TIP

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CLIENT CASE

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