

Craft Your Own 60-Second Commercial

Your 60-second commercial consists of your positioning statement and something that differentiates you from the competition. It should be simple, memorable, and repeatable. You don't have to memorize it word for word. The purpose of a 60-second commercial is to have something to say when someone asks, "What do you do?" You don't want to blurt it out all at once in a typical conversation. Instead, break it up and blend it into conversation where needed.

Borrow a secret from successful salespeople: Spend more time asking educated questions about the other person than you do talking. A buyer is more receptive if they know you understand their needs.

Positioning Statement

Your positioning statement formula looks something like this:

"I'm [your name] and I'm with [your organization's name]. I provide [list the services you provide] so that [the benefit to your client]. A good client for me is [your ideal client]."

Here is one for a SCORE counselor:

"My name is Dana Jones. I'm a volunteer with SCORE, Counselors to America's Small Business. I work with small business people who want to start or improve their small business by improving all aspects of their business including profitability, customer service, visibility, and overall success. A great lead for me is someone who is starting a business or has questions about how to make their small business more successful."

Your positioning statement should be simple, memorable, and repeatable. It should appear on all of your marketing materials.

Fill in the components of your positioning statement below.

Your name _____

Your organization name _____

Services you provide _____

Benefit to your client? What results do you provide? What do you love about what you do? _____

Your ideal client _____

Write your own positioning statement below.

What Differentiates You?

When you look for something that makes you a better choice than your competitors — that differentiates you — think of a key service or product that your competitors don't offer. Think of something that will make your potential client's life so wonderful that they have to know more. Some people use this portion of their 60-second commercial to share product knowledge which helps position them as an expert.

List all the things that differentiate you.

How can you make your client's life better? Your customer is tuned in to WIIFM (what's in it for me?).

What product or service knowledge can you share with your contact? What do you love about what you do?

Write your statement about what differentiates you from your competitors.

Without mentioning anything about your competitors, develop a statement from the information above that will build on your 60-second commercial.

Revise and Refine as Needed

Put it all together and use it every chance you get. Study the reactions to your 60-second commercial. It should make people want to know more by inspiring them to ask questions. If they look confused after listening to your 60-second commercial, you should consider refining it. Look for every opportunity to use it. Practice will make it seem much more natural.

Request a digital copy of the Microsoft Word document by using the contact information below.



Developed by Carrie Perrien Smith
2809 Laurel Crossing Circle, Rogers, AR 72758
479.903.0208 carrie@soarhigher.com
www.soarhigher.com
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