



First to introduce the “team” approach to Virtual Assistance!™

A 30 Second Commercial: How to Showcase Your Business in 30 Seconds or Less

So that listeners will want to know more!

One of your most powerful marketing tools is a dynamic and enticing *elevator speech* or *30-second commercial*. In the next few pages, you will learn how to craft a winning commercial, and taking the time now to work through each point thoroughly will be well worth it!

Have you watched business people in networking situations politely nodding, while sneaking a quick peek around the room in search of a more interesting discussion partner? Don't let this happen to you!

Avoid the three biggest mistakes people make when telling about their businesses:

Mistake #1 – Focus on your services, products or yourself

- Talk about yourself and your company
- Talk about your product(s) or the service(s) you offer

Mistake #2 – Failure to clarify exactly who you help and the benefits you bring to them

- No clearly defined target market – hope to sell to everyone
- Don't understand and address your *ideal clients'* needs or frustrations – their *point of pain* that your product or service relieves

Mistake #3 – Make it difficult for people to refer your company

- Your message isn't memorable, easy to understand, easy to relate to, or easy repeat
- The listener won't clearly know who needs what you offer or how to tell others about your company

Preparation - The Three Essential Elements of a 30-Second Commercial:

Essential Element #1 - Define Your Target Market – Your “Ideal Client”

Be as specific as possible – the narrower your niche, the more successful your marketing will be!

Example:

- Owner of small business (0-5 employees), who needs accounting or bookkeeping help
- Needs at least three hours of help a week
- Has enough revenue to afford my services
- Is open to suggestions for improving processes

Action Item: Now go to the Worksheet on Page 5 and complete step 1: Describe your “Ideal Client.” Then return to Essential Element #2.

Essential Element #2 – Understand and List the Problems or Frustrations Your Ideal Clients Face that You, Your Products or Services Solve.

Remember: People make decisions and purchases based, not on facts, but on **emotions!**
How does your ideal client *feel* about the problems and challenges that you, your product and/or service fix?

Example:

- Not enough time, knowledge or desire to do their bookkeeping or accounting
Consequent emotions: Anxious, frustrated
- Waste too much money in late fees and poor budgeting
Consequent emotions: Anger, feeling of “not enough”
- Don’t know where they stand financially; business running them instead of the reverse
Consequent emotions: Scared, out of control

Action Item: Now go to the Worksheet on Page 5 and complete step 2: List the problems they face and consequent emotions. Then return to Essential Element #3.

Essential Element #3 – Highlight the Benefits You Bring that Solve These Problems **Answer your ideal client’s question: *What’s in it for me?***

How will your ideal client benefit from using your services and/or products?
What are the potential positive consequences for them?

Example:

- Save time and lower stress
Consequent emotions: Relieved, free
- Reliable, accurate results they can trust

- Consequent emotions: Confident, safe
- Save money, meet deadlines
- Consequent emotions: In control, feeling of enough

Action Item: Now go to the Worksheet on Page 5 and complete step 3: List the benefits received from using your services and/or products. Prioritize your list, and then cross off all but the top two benefits and the resulting feelings. Then return to this page for the next step.

An important piece of knowing how your company benefits your clients is getting it straight from them! This will also provide you with terrific verbiage you can use to construct your commercial.

Action Item: Interview several of your *raving fan* clients, remembering to *listen* for emotions, and ask them:

- How did you/your products or services benefit them?
- What was their number one problem or challenge that your services or products solved for them?
- What do they value about you and your services or products?
- How did they feel as a result of using you/your services or products?

While you're talking to them, ask for a testimonial!

Craft Your 30 Second Commercial

And now it is time to put this 30 second commercial jigsaw puzzle together!

Using the three essential elements of **Ideal Client**, **Problems You Solve** and **Benefits Received**, write your commercial in language that is conversational and comfortable for **you** to say. Make it easy to understand, remember and explain. Then pare it down to the core – cut out all the “fluff” and anything complex or difficult to understand. Make every word count!

Example:

- I help small business owners to feel confident, secure and in control of their finances and business by creating accurate and efficient bookkeeping and accounting processes.
- I relieve stress and frustration for owners of small businesses, by creating accurate and efficient bookkeeping and accounting processes.

Now all you have to do is practice, practice, practice! The more you say it, refine it and perfect it, the more effective your marketing will be. Watch your listeners, listen to and evaluate their responses (body language too) to your commercial.

Practice:

- In front of the mirror
- Tape yourself
- Try it on friends and family
- Then on others

Effective Add-ons to your 30-Second Commercial:

- Tell a brief client story that supports your claims
- Consider what your potential customer could possibly see as a risk to them, and take it away, perhaps by offering a guarantee or reference

Marketing opportunities *are everywhere!* *If you're prepared!*

Worksheet
A 30 Second Commercial:
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in 30 Seconds or Less

1. Describe your “ideal client.” Be as specific as possible – the narrower your niche, the more successful your marketing will be! If this is an individual, specify gender, location, profession, income, likes/preferences (what is important to him/her).

2. List the problems they face that you, your products or services solve:
Add the consequent emotions. How do they feel about these problems?
Prioritize this list, and cross out all but the top two items.

3. List the benefits received from using your services and/or products:
Add the consequent emotions. How does this make them feel?
Prioritize this list, and cross out all but the top two items.