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AT THE HEART OF COMMUNICATION
across disciplines and around the world

***Creating a 30-second commercial:
How to "grab 'm & sell 'm"***

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Creating a 30-second commercial: How to “grab ’m & sell ’m”

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What is a 30-second commercial?



A 30-second commercial is also called an “Elevator Speech.”

It is a short, memorable introduction that tells people what you do. It should be easy to understand. Use plain language principles!!!

It answers the question, “So what do you do?”

Create different commercials for different purposes, audiences, and venues.

For example, if you’re looking for a new job, you need a 30-second commercial to answer the question, “So, tell me about yourself.” Or, “Why should we hire you?”

A good commercial will:

- Grab 'em and sell 'em
- Inspire questions
- Get action

QUIZZ

After reading each example, can you answer the questions, “Who am I?” or “What do I do?”

“I’m a demolition language expert. I tear down jargon and technobabble and build bridges of understanding and clarity.” (Plain Language Specialist)

Here’s mine. “I’m a Marketing Doctor. I fix sales and marketing problems.” (Marketing Consultant)

“I’m a government fundraiser. (IRS or tax collection agent)

There’s the WRONG way...

Hi. I’m Paul Smith of Techie Storage. We sell enterprise-grade electronic televaulting solutions to ISPS, SSPs, and ASPs. With our service, you can retrieve your mission-critical data from our clustered secure data farm over an IP connection.

... And the RIGHT way.

Hi. I’m Paul Smith of Techie Storage. If you were to permanently lose your most critical business information, how long could your business survive?

If you answered, “Not long,” please ask me how we can help you protect your company’s financial health by storing your data in a safe & secure location.

Checklist for a great elevator speech:

- Purpose
- Essence of what you do
- Jargon-free
- Audience
- Problem/Need
- Benefits/Consequences
- Uniqueness / USP
- Call-to-action

Purpose: How and when will you use this speech?

Essence: Think beyond your job description. Think about the BUSINESS IMPACT or how you impact people. Will you reduce the number of call centre inquiries? Will you reduce the number of lawsuits? Will you improve communications processes? Will you help companies find new customers?

Use plain language principles! Kill the jargon and buzzwords.

Who is your audience?

How does your product / service solve their problem or need?

How will your audience benefit? What are the consequences of inaction?

How are you unique? How are you uniquely qualified to deliver the product or service? What differentiates you from the competition? What is your Unique Selling Proposition? What are your advantages?

Call-to-action. What do you want the listener to do as a result of hearing your elevator speech? Are you looking for sales prospects, information, referrals, an appointment, a business partner, an investor, a new sales channel. Ask your listener for help in getting

what you need. Ask an open-ended question. This will begin a dialogue, and possibly a new mutually rewarding relationship.

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