

“What Has Your Networking Group Done For You Lately?”

**30 Second Commercial Planner**

Use the planner below to craft your next 30 Second Commercial or Elevator Pitch. Create several commercials or pitches to meet various goals you may have when it comes to promoting different aspects of your business.

Consider tailoring commercials/pitches to various audiences you come in contact with.

Objective	In Your Own Words
<b>Determine your goal: What goal do you want to reach with your 30 Second Commercial? Is it to build awareness, feature a product or service you offer?</b>	
<b>How will you introduce yourself and your business. Create an interesting and compelling introductory statement.</b>	
<b>How will you engage with your audience and capture their attention? Design an engaging statement that leads into your pitch/commercial. Ask a question, use statistics, a story, etc.</b>	
<b>Make a service or product identifying statement by being a solution to their problem or pain point.</b>	
<b>Solidify your statement above by highlighting what makes you different and why they should refer you or hire you.</b>	
<b>Create a call to action - invite people to have a one to one meeting to learn more, drive them to your website, give them an offer they can't refuse!</b>	
<b>Wrap up with a memorable tag-line that is unique to you. Consider clever puns, humor statements, power statements, etc.</b>	
<b>Close with your name and business name again to imprint it in their memory.</b>	