

# 10 Ways to make your Infomercial Memorable

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## MBX Education Minute

You only have 30 seconds. How do you create a memorable infomercial for your MBX sales team? The following are 10 good ways to make what you say powerful.

**Strengthen your first sentence:** Did you know most people make up their mind about your business from your first sentence? Listen to the people who spoke before you. It can be pretty boring to have five “Hi, I’m...from...” introductions in a row. Your audience will “switch off” and start thinking about their own infomercial unless you make them want to listen.

**Keep three keywords in front of you.** In a 30-second infomercial you probably have enough time for three or four sentences. Use a written keyword in front of you to “jog” your memory about your prepared sentences. You might think three sentences isn’t a lot to remember.

**Use short sentences.** Sure, in an academic context where the audience is concentrating, longer sentences communicate complex ideas. But speaking is not an elite or complex activity: everyone does it. Help your audience understand your company’s products and services: keep your sentences to 9-15 words.

**Don’t waste time talking about peripheral things.** Remember that you only have 30 seconds, so talk about your business and your ideal referral. That’s all. Don’t do a testimony; there’s time later for that.

**Speak confidently.** Remember, you’re standing up to give an infomercial because you believe in your product. We “get it” and are supportive of your confidence. We’ll probably give you more reasons for confidence during the testimony time.

**Expect scrutiny.** Your fellow chapter mates are trying to understand what you are asking for and how best to represent you. They may even ask for further clarification. Don’t be shy about asking them for feedback.

**Remember, you are there to help.** You’re giving a 30-second infomercial because you have a product that will help someone. Focus on fulfilling your listeners’ needs.

**Focus on one product you sell.** You probably have many products you sell. But 30 seconds is not the time to promote all of them. Think of the one product you’d really like to sell today. Focus on a product your audience uses in their daily life. They might not remember your name, but they’ll remember you sell widgets.

**Give your ideal referral in the form of a profession:** When you give your ideal referral, think of a profession with whom you’d like to connect.

**Keep to your time:** if you can’t meet your allotted time, how likely are you to keep to your listeners’ attention and support?