

Crafting Your 30-Second Infomercial

Grab it fast...it's gone in before you know it. A 30-second infomercial is 75 words or less.

When it comes to writing a compelling 30-second infomercial remember that time is of the essence. This is not a chat; it is a verbal sprint in which you must choose your ideas well, say them well, and sit down. Here are some tips:

1. Don't use your valuable 30-seconds to give a testimonial about someone else, tell a joke, or talk about the weather.
2. Use a tried and true formula for the 30-second infomercial:
 - Your Name, company, profession, "what we do" – a brief overview of your business
 - The Least Common Denominator – the specific part of your business you wish to educate us on this week
 - The Body – talk about the LCD. Break down your service or product into its most basic form (LCD). A plumber might talk about replacing old piping in the house, a financial planner could discuss the value of an IRA, and Real Estate Agents may talk about how they work with first time home buyers. This is the bulk of your presentation.
 - The Ask or Call to Action – a very specific referral request
 - The Close – name, company, profession and memory hook.
3. What it looks like in practice:
 - Name, company, profession and what we do: "Hi, my name is ... Tom Galloway, and I represent the health store where we educate people how they might address their health issues using simple food choices instead of relying on drugs."
 - The LCD: "This week I'd like to talk to you about allergy relief..."
 - The Body: "Who do you know who suffers from seasonal allergies? A busy business person who always seems to get sick around the same time every year, which really gets in the way of attending to business; someone who would really love to make it a non-issue..."
 - The Ask/Call to action: "I would like a personal introduction to your co-worker who battles seasonal allergies..."
 - The Close: "I'm Tom Galloway, with the health store. Helping extend expiration dates, one person at a time."
4. Above all, remember that we are all here to be heard and to get and give referrals. If we fail in either of those two goals, we've lost our reason for existing. Help us grow and improve MBX by keeping these important principles.