

Mastering Your 30-Second Infomercial

MBX Education Minute

A successful MBX infomercial will have very specific language that helps fellow chapter members to have a greater understanding of what you do and who your ideal client/s is. Typically, there are 5 parts. Knowing these parts greatly eases the task of preparing for your 30 seconds in the MBX spotlight.

Part 1 is a single sentence consisting of three pieces of information: your name, your company's name, and what you do. So that might sound like this. "I am John Doe, ABC Services, and I make it easier for small companies to manage their HR issues.

Part 2 briefly describes ONE of the products/services you offer. In this step your goal is to break down your service or product into its most basic form. For example, a plumber might talk about replacing old piping in the house, a financial planner could discuss the value of an IRA, and a real estate agent might talk about how s/he works with first time home buyers.

Part 3 tells what your product or service do for the referral for which you are looking. What you really want to describe here is the benefit of your product or service. Telling a brief story is often very helpful. Steve might tell about how his company's cabinets helped solve a dentist's organizational problems. Or Dan could talk about how video turned around a company's marketing. For example, "When X Company put the video we produced for it on their website, sales orders increased."

Part 4 is the "ask." This is the time to tell the rest of your chapter members what you want and what they should look for. Be very specific here. Give your sales force "conversation starter." What should they say for you? For example, an acupuncturist asked her chapter to listen for people who suffer from migraines.

Part 5 is the close of your 30-seconds. Give again your name, your company's name, and your memory hook. (At our next infomercial we will talk about memory hooks.)

In 5-10 sentences you have a powerful infomercial that gives your chapter mates a good idea about what you want that week.