**17-SECOND BUSINESS COMMERCIAL**

A. **MAKE IT CLEAR WHAT YOU DO**
   1. Making sure people understand exactly what you do and how that can benefit them is the key to effective marketing (features vs. benefits).
   2. Your initial goal is to awaken an awareness of the need for your services in the minds of prospective clients, and trigger their interest in finding out more about your business.
   3. You need a quick and simple way to introduce what you do – be it in person, in print or on the Web – to create an instant “Ah-ha, that’s just what I need.”
   4. The best commercial begins with a question or statement that immediately connects you to your prospect’s interests, followed by a brief statement of the product or service. Then your company name, and personal name.
   5. Focus on one service/product offered, & show passion for what you do.
   6. Then – ASK them about their business and listen carefully to them.

B. **THE COMMERCIAL WORKING OUTLINE**
   1. A statement or question to “grab” attention (something that sets you apart from others):

   2. Product or service:

   3. Company name:

   4. First Name – pause

   5. Punch Last Name:

   6. Smile: