

## Examples of Opening Hooks

### Florist:

"I talk to plants. Does that sound silly? Well according to some researchers, the effects of sound and music have increased plant growth. And now, (holding up a bouquet of beautiful roses), not only do I love Pavarotti, so do my roses!"

### Electrician:

"When you need a new light fixture, do you care about the principles of electricity? Probably not. You just want an attractive, efficient light source that works and is installed correctly. Let me light up your life by handling alternating voltages and currents."

## Examples: Features into Benefits

### Product: GPS System

Feature: Our cars come with a GPS system

Benefit: Our cars come with a GPS system **which means** you won't get lost.

Benefit: Our cars come with a GPS system **which means** you'll feel safer driving on unfamiliar roads.

### Product: Mascara

Feature: Our mascara contains super-duper micro-fiber base coat with ceramides.

Benefit: Our mascara contains super-duper micro-fiber base coat with ceramides **which means** your lashes will look thicker and longer.

Benefit: Our mascara contains super-duper micro-fiber base coat with ceramides **which means** you'll look sexier.

## Examples of Closing Statements

### Shoe Repair:

"A good Tip for me this week are footwear fashionistas who love expensive designer shoes and want to keep them looking new!"

### Handyman:

"Do you know a family that has an 'adorable' new puppy? Tell them about me. I can repair those mauled chair legs, banister rails, and baseboard corners.. after the puppy is past the chewing stage!"

## Developing Different 30 Second Commercial Options

### Paint a word Picture.

Tell a story about one of your customers or clients and how you helped them. Create a mind picture for your audience by building a scene in your head and then tell the story.

### Visual Object

Bring in an object that relates directly to your business. Hold it up or demonstrate it during your commercial.

### Mix it Up

Don't say the same thing every week. Choose one Feature with Benefit per week so that you don't overwhelm audience.

1) Who's Your Audience? Opening Hook. (Always start with a statement or a theme that will intrigue or grab attention)

~~I like to speak to~~  
people who are not happy with your product

2) How Can your Company Benefit Others? Why would they want to use you?  
(An easy way to convert a feature to a benefit is to add the words "which means..." to the end of the feature statement.)

a) Feature (facts about your product)

We run company's Revenue  
we improved a Process that you have  
Budget,  
which means..

b) Benefit (how did life improve from using your product? save money? save time? less stress? create relationships? gain energy? feel stronger? look better?...)

you will begin to work  
on your issues not in

3) Why Should your Prospect Act Now? What is the Call to Action?

(Special you are offering or an Encouragement to use you Quickly)

~~that~~ is not the way to run your business  
not utilizing your power

4) What is a Good Tip for You? Closing Statement (Always end with "A good Tip for me this week is a ...")

A person that has decided  
to make a plan for success

5) Stick to the Time

~~ALL~~

In 2002 at the Human Development  
Fair Chicago at 1992, they were  
demonstrated that the Voluntary  
~~then were~~ ~~the~~ ~~new~~ ~~with~~ ~~planning~~  
exercise, represented 99% of  
the growth at the end.  
Chris,

I am Ashley Quin, a Q,  
the groups is making members  
we provide such as development, marketing,  
services to business plans and ~~the~~ ~~post~~  
Trade Act  
Q Great we can do

# 30-second Commercial Template

## Dazzle, inspire and deliver your best!

Use this template to create your own commercials. The template is available online at [www.letip.com](http://www.letip.com). Log in and go to the LeTip Library. You will find this document under the name: *Template\_30-second commercial*

Open with your hook (something that will engage and interest your target): We ~~are~~

At Q Group have worked with  
chairs but have had many  
problems with the repair  
and have taken a ~~big~~ <sup>big</sup> ~~step~~ <sup>step</sup> ~~to~~ <sup>to</sup> ~~improve~~ <sup>improve</sup> ~~the~~ <sup>the</sup> ~~product~~ <sup>product</sup>

Hi! I am (name): Andrew, OK Q  
I am your chapter's (category): Sales Team, Training Service

My company: Q Group  
provides (product or service): Sales team, training service

for (repeat your target market, e.g.: new mothers, empty nesters) to focus on the ~~product~~ <sup>product</sup> ~~quality~~ <sup>quality</sup>  
who (specify the product or service that will attract this particular target): receptive ~~to~~ <sup>to</sup> ~~the~~ <sup>the</sup> ~~product~~ <sup>product</sup>

value at setting goals and making them

Call me (repeat your name & company): Q Group  
Optional company slogan or a call to action: Be part of a team that  
helps you - Any price the service  
to ensure all the highest level

Close with, "A good Tip for me this week is...: (Narrow your focus, be specific. Do not just say "anybody.")  
A good tip is someone who  
helps up a business which is  
positive for ~~the~~ <sup>the</sup> ~~company~~ <sup>company</sup>  
to be a ~~clear~~ <sup>clear</sup> ~~capital~~ <sup>capital</sup>

*from Rich Business*

*committed*

I F you were a university choice.  
Surgery ~~university~~ university choice. at  
Took university you expect to  
use. The best.  
with university choice.

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university you sign a 15,000 on Del  
Five spend del give 1004.  
A Bad on I have Five un

---

Del university choice at 15,000  
the un university choice Del un