

4BR – BUILDING BETTER BUSINESS BY REFERRAL

CREATING YOUR 30 SECOND COMMERCIAL

1. Describe What You Do:
2. Describe Your Target Clients:
3. Create Your HOOK:
4. List RESULTS or BENEFITS your clients achieve or the PAIN you help them avoid rather than talking about FEATURES:
5. Put it all together for “Your 30 Second Commercial”:

6. Practice, Practice, **PRACTICE**