

The 30-Second Commercial Creator

Tool 12.2

HEADLINE & STORY

With whom do you work? (Roles or Companies)

-
-
-
-
-

- Stay behind the pendulum.
- Focus on the prospect, not the seller.
- Keep it brief.

Top 4 issues (pains) prospects have (or complain about) that you can solve:

Headlines

1.

2.

3.

4.

1. _____ which means

-
-
-

2. _____ which means

-
-
-

3. _____ which means

-
-
-

4. _____ which means

-
-
-

Trigger Phrases:

-
-
-
-

Negative Reverse:

- 1.
- 2.
- 3.
- 4.

The 30-Second Commercial Creator

Tool 12.2

CREATE YOUR BASIC 30-SECOND COMMERCIAL

Use words and phrases that YOU would actually say!

<p>Introduction</p> <p>Who you are, the name of your company and briefly what your company does</p>	
<p>Pain Statement</p> <p>Positive emotional word with an opportunity or a negative emotional word with a problem/challenge (Headlines)</p>	
<p>Benefit Statement</p> <p>A simple acknowledgement of helping others with these issues</p>	
<p>Hook/Pendulum Statement or Question</p> <p>Remember to stay behind the pendulum and assume prospects don't have these issues</p>	

The 30-Second Commercial Creator

Tool 12.2

CREATE YOUR BASIC 30-SECOND COMMERCIAL

Use words and phrases that YOU would actually say!

Based on Behavioral Style	Dominant	Influencer	Steady Relator	Compliant
<p>Introduction</p> <p>Who you are, the name of your company and briefly what your company does</p>				
<p>Pain Statement</p> <p>Positive emotional word with an opportunity or a negative emotional word with a problem/challenge (Headlines)</p>				
<p>Benefit Statement</p> <p>A simple acknowledgement of helping others with these issues</p>				
<p>Hook/Pendulum Statement or Question</p> <p>Remember to stay behind the pendulum and assume prospects don't have these issues</p>				

Download a new blank copy of this tool at learn.sandler.com