

# Anatomy of a 60 Second Infomercial

A good 60-second presentation consists of 5 sections. Each section is designed to allow you to share specific information about you and your business with the members of your group. Use this worksheet to develop a memorable infomercial.

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## Section 1: Introduction (18 seconds)

Name: \_\_\_\_\_ Position: \_\_\_\_\_ Company Name \_\_\_\_\_

Briefly describe your business: \_\_\_\_\_

Overview of products and services:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

What type of business or clients do you currently have? \_\_\_\_\_

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## Section 2: Tell a Story (20 seconds)

What makes you different from your competition? \_\_\_\_\_

Share a specific, recent story that exemplifies what makes you different. \_\_\_\_\_

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## Section 3: Ask for the Business (10 seconds)

"A good referral for me is" (*be very specific*) \_\_\_\_\_

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## Section 4: Call to Action (5 seconds)

"So if you see/hear/know of \_\_\_\_\_ please give him/her my card."

## Section 5: Memory Hook (7 seconds)

My memory hook is: \_\_\_\_\_

After you say your memory hook, conclude with your name and company.

# New Member Launching Pad

Congratulations! Now that our MC3 Networking group has reviewed your application and approved you as a new member, please prepare a 2-minute introductory speech for the next meeting. This introduction is a way for the members to be better acquainted with you and what you do, so that referrals start flowing quickly. The speaking schedule for the 10-minute presentations is determined 6 weeks in advance.

Please be prepared to present your "Launching Pad" speech at the next meeting at the beginning of the 60-second introductions. The presentation can be read from the sheet, if you like. (Tell the President that you are prepared.)

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## Launching Pad Questions

My 3 best customers are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Examples of referrals that work well for me are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

My best Power Team partners are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

New doors I'd like to open are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_