



Anatomy of a "60-Second Infomercial"

A good 60-second infomercial consists of 5 sections. Each section is designed to allow you to share specific information about you and your business with your BNI Chapter! Think of this every time you speak: Visualize that your best client is here listening today! *Use this worksheet to develop a highly effective and memorable infomercial! WOW us!*

Section 1: Introduction (18 seconds) - Educate

Name: _____

Position & Company Name: _____

Overview of your products and services, including:

1. _____
2. _____
3. _____

What type of business or clients do you currently have?

Section 2: Tell a Story (20 seconds) - Differentiate

What makes you different from your competition? Tell us why we want to use you!

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

Section 3: Ask for the Business (10 seconds) - Motivate

A good referral for me is (be very specific)...

Section 4: Call to Action (5 seconds) - Motivate

"So if you see/hear/know of _____, please give her/him my card." Tell us exactly who or what you're looking for to help your business!

Section 5: Memory Hook (7 seconds) - Motivate

My Memory Hook is _____

After you say your Memory Hook, always conclude with Your Name and Company.

Example of a Memory Hook, followed by Name & Company:

Sotec Media...the cure for the common web site! Call Bruce Guemmer with Sotec Media!