

INFOMERCIAL GUIDELINES

Doing an infomercial is one of the ways that business owners become more confident in talking about what they do. As you become more practiced this will become a valuable component to your ongoing marketing skills that will improve your bottom line.

The President of the club will give you an opportunity to tell everyone in the room about who you are and what you do. The amount of time is dependent upon the number of people in the room and the schedule. You will have anywhere between 30 seconds and a minute and a half, so take that into consideration when preparing to share with the group.

You'll want to say:

My Name is, _____

My Company Name is, _____

I was invited here today by, _____

The one important thing **I could provide to this group** is, _____

I could provide value to this network by, _____

My ideal prospect looks like, _____

The one thing that I need from the network is, _____

My Tagline is, _____

