

Your 30 Second Commercial

Helping you with your WRN Marketing

Before we can help you in creating your commercials, it's important that you first understand how it is that people actually make choices. Without understanding this, you might be pushing your potential customers away and not even know it.

Marketing, in short, is the science of choice. People have many options for the products or services they need. There is a system that humans use to make choices. We use this same system to decide what package of gum we're going to buy and who we're going to marry. It's how we bring order to chaos. That means there must be an internal system for choosing. I call it the Human Decision-Making Engine.

We tend to think of our brain like it's a computer but it really isn't. A computer takes in technical information, performs an analysis on it and then spits out an answer. But the truth is that human decision-making is much more complex. There is actually very little technical evaluation going on; only about 10% in our entire decision making process.

Most companies who do their own marketing tend make the mistake of pushing the technical details of why you should do business with them. It makes sense. It seems that if I can convince you of my value then you'll make the choices to work with me.

But when you look companies like Apple and Southwest Airlines and Coke, they all have this whole different approach that has nothing to do with the technical details of their products. Yet they are phenomenally successful. Their marketing works on the 90% of how we make choices. Not the 10%.

These companies work to create a brand. A brand is another word for a personality. The people who come into contact with those companies aren't customers buying a product. They are people engaged in what feels like a personal relationship. It's why you see Apple logos on people's cars but not Microsoft logos. It's why people tattoo Harley logos on their bodies but not Honda logos.

Human beings are relationship-building machines. It is in our DNA to build relationships with everything. These companies have tapped into that. They

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have created a corporate persona that allows us to imagine that we are engaged in a personal relationship with them. We aren't! It's like a little kid who is in love with his blanket. He has imprinted the feeling of love onto the blanket and it feels like it loves him back. This is how we're wired. We are wired to build relationships.

You need to be able to project your business as a relatable personality in every interaction you that have with your potential customers. From your website to your business card and certainly in hoe you express yourself in your 30 second commercial. How you talk about what you do will determine if you draw people into a relationship or push them away with technical details.

Doing this will systematically attract your BEST customers. Not the MOST customers, just your Best Customers. Those are the ones who come, stay and rave about what you do.

Ready? Let's begin!

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BRAINSTORMING ideas to help with your 30-second commercial:

- Speak about the way YOU do business is unique or better than your competition.
 - Most (*BUSINESS*) do _____ but I _____.
- Stand in the place of the Expert:
 - Here's what most people don't know about...
 - The number one mistake most people make when it comes to _____ is...
- Tell Us The Easy 3:
 - Tell us what we should we be listening for.
 - Tell us what to ask them (that indicates a gap).
 - Tell us what to say back (to entice them).
- Make tipping you simple. "It's easy to tip me, just..."
 - Ask if they would be willing to have a 5-minute phone call with me.
 - Tell them after one meeting with me, they will walk away with...
 - What's the easiest way people can start doing business with you?
- Be laser-focused in your ask. Refer to a specific group to activate our visual thinking:
 - Who do you know that...
 - NEVER say, "My customer is anyone who..."
- Get across ONE idea in your commercial. Don't try to sell everything in one shot.
 - Think of your commercial like a serial, add more to the story each week
 - Promote a different aspect of your business each month.
 - Promote a NEW service or product you're offering over a month.
- Fire up people's curiosity and inspire their imagination to make us what to know more.
- Use analogies. (*BUSINESS*) is like _____. Here's why...
- Say provocative things. Ask provocative questions.
- Offer free advice. Don't give away free service/product. It devalues what you do.
- While you can do a gimmick to grab people's attention, follow it up with something substantial. Don't do a gimmick every week.

Practice your commercial Monday night and on the way to the meeting. Make sure it's no longer than 20 seconds.

The Ten Commandments of Sales

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1. Be Proud, Positive and Enthusiastic:

Know for certain that what you are selling is the BEST available. Fall in LOVE with it. It should live in your heart and bones.

2. Dress for Sales Success:

You don't have to wear expensive clothing. Dress in the way that indicates to your buyers that you are living in the world of your product or service.

3. See the Sale:

Go in to a sales meeting holding a vision of your prospect already owning the product before you even say word-one.

4. Be Sold on Your Offer:

Don't just own the product (or use the service) you are selling, be an *avid* and *enthusiastic* user of it. Give examples of how it improves your daily life.

5. Know Your Value Proposition:

Don't talk about what *you* think is great about your product. Focus on all the parts that are of most value to your customer.

6. Always Agree With Your Client:

The client is NOT always right. Acknowledge and champion their belief FIRST and then explain why your product is different than their current impression or expectation of it.

7. It's NEVER Too Expensive:

Show how your product/service provides value in excess of the money needed to acquire it.

8. Be Time Efficient:

Make sure you have a product pitch that can be done in little as 10 seconds and as long as 10 minutes.

9. Only Answer the Question Behind the Question:

A prospect's questions are rarely what they actually want to know. Discover their *hidden* questions and only provide answers to those. "How much is it?" = "Will this provide me more value than what it costs?"

10. Be Persistent but Not Pushy:

Attempt the close. If they resist, stay in the conversation. Don't quit until you get a definitive YES, NO or your next appointment. A good sales process offers just enough discomfort to help clients get over the hump of their own fears!