**30-SECOND COMMERCIAL**

**Important Principles of an Effective 30-Second Commercial**

1. **Pattern Interrupt:** Do not do and say what every other sales person would say. Be unique and interrupt the sales pattern.
2. **State Who You Are.**
3. **State Your Benefits/Why Someone Would Use You:** Do not just state features. You must state benefits and/or illustrations which facilitate emotion (typically *Pain or Pleasure*). Pain is more effective than pleasure.
4. **Ask** if they are experiencing these issues (without looking like a *sales vulture*).

**List at least 3 *Emotional Points* that people might relate to in using your product**

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2. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
3. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
4. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**