

Cairns Business Women's Club
ONE (1) MINUTE INFOMERCIAL
Members Guidelines

Your 60 second infomercial can make an impression and open the doors to success by maximizing your word-of-mouth marketing. Here are some useful hints to help you prepare and deliver your infomercial for maximum impact.

Timing

The timing of our luncheon has been carefully planned to ensure that each speaker receives their allocated time and that we finish on time. Therefore, we ask that you remain within your **one minute time limit**. Your speech will be timed from the moment you begin speaking. At the 45 second mark a bell will sound. This indicates that you have 15 seconds to complete your presentation. If you hear 2 dings of the bell your time is up and you need to wrap up your infomercial.



The key to an effective 1 minute Infomercial is to practice, practice, practice. Practice your speech out loud and reword any sentences that you stumble over. This will help to reduce the ummm and ahhh too. Time yourself. Remember that when the excitement of getting up on that stage kicks in it will take you longer to deliver your mini speech than you anticipated. Work on a 50 second speech and allow 10 seconds for a pause or to breathe.

Identify Your Business

A carefully constructed 1 minute statement can provide your audience with important information about you, your company and your unique value proposition (the special value you deliver to your clients) – all packaged in a well-organized few sentences.

*Remember, people don't care what you do,
they care about what you can do for them.*

Construct Your Mini Speech

Here are some simple ideas to help you construct your infomercial. These are only suggestions; you can choose which items you wish to incorporate in your mini speech.

1. If the MC does not formerly introduce you, introduce yourself in a memorable fashion eg. A dentist may say *"Hello, my name is Joe Blow from ABC Dentists. Be true to your teeth or they'll be false to you!"* Otherwise, you can go straight to Step 2.
2. Use plain English language and keep it simple. Avoid using industry related terminology
3. Explain what your product/service/solution is.
4. Who is your target audience/customer?
5. Outline what need or problem you are addressing or that you can solve.
6. Describe why you are different and better than your competitors (without malice).

Any materials in your presentation must not denigrate any organisation, another member or guests business or offend on the basis of creed, culture, race, gender or origin. Appropriate language and behaviour is required at all times.

Your Delivery



Consider your appearance. What type of impression do you want to make – relaxed, professional and approachable. Maybe you want people to come and see you after the lunch – Why not wear bright clothing, a hat or a scarf so you are easy to recognize.

Use an enthusiastic voice, positive body language and genuine honesty about what you can bring to your potential customers table.

Use notes if you need too. Not all of us can speak without some prompts.

Be confident – don't apologise if you feel that you are not a very good speaker. You only have a short amount of time so spend it wisely by getting your message across.

If appropriate, bring along a sample of a product that you can quickly hold up. Or, wave around a new catalogue or brochure that you can give away later. Ask the audience to "LIKE" your Facebook page. Make them a special offer – *"20% off this product if you order today" or "for this week only, CBWC members will get a FREE product if they spend \$50 or more"*.

You may be thinking that you could not possibly do all this in 60 seconds. However, with practice and preparation you will be surprised how much information you can impart. Do not try to cover all the facets of your business. 2 or 3 is ample. Otherwise, the audience will become confused with information overload.

Use the attached template on the next page to help prepare for your one (1) minute infomercial.

Good luck! Take comfort in the fact that no one else knows your business better than you do. Say what you need to say with conviction and integrity and your one (1) minute will be over before you know it.

Template

No.	Section	Hints	Place your comments and notes
1	Introduction	<p>If the MC has not stated your name and business name in their introduction you could start by saying – “Good afternoon / Hello ? Ladies and Gentlemen, my name is ...(<i>your name</i>)... “I am from” or “the name of my business is .. (<i>your business</i>).</p> <p>If you have been introduced correctly by the MC go straight to Step 2.</p>	
2	Headline	<p>We specialise in (<i>describe your products and/or services</i>)... or</p> <p>The products and services we provide are (<i>describe what you do</i>)... or</p> <p>We are a locally owned (<i>describe your service, ie. Plumber, Lawyer or Accountant etc</i>)... or</p> <p>Ask a question relating to your product or service ie (<i>Do you have a tap at or work that is constantly dripping?</i>)</p>	
3	Unique Selling Point	<p>Break your business/profession down to its critical parts (<i>specific products or services, selected target markets, particular benefits etc.</i>).</p> <p>Include support material you may have like brochures, sample products etc.</p>	
4	Action	<p>Ask the audience to take action – 20% off for this week only or</p> <p>“Do you know a person who needs (<i>your business or profession</i>)?”</p>	
5	Conclusion	<p>Summarize what you have spoken about and, if possible, end with a memory hook. Something your audience will remember.</p> <p>Perhaps a caption they will remember eg. An electrician may say “If you require someone to remove your shorts, please give me a call.”</p>	