



Providing an Effective Means to Increase Business

## 30-SECOND PROMOTIONAL WORKSHEET

Since people form impressions of others within the first 20 to 30 seconds, it is crucial that you prepare your 30-Second Promotional so that it will be effective for you. Capture your audience in the first 7 seconds. Refer to your Member Handbook, pages 6-7.

To help you use your two 30-Second Promotionals to your best advantage, use this worksheet to plan what you will say. Read it out loud and time yourself. Practice your 30-Second Promotional until you can talk without referring to your worksheet. Your talk will gain power if you stand. Pick out 2 or 3 people to look at, in the eye, as you talk. The preparation you do now will be advantageous in getting good results faster.

Ask your Chapter Leadership Team for constructive comments on your presentation. Plan and incorporate visuals in your presentations from time to time. Ask Members what other kinds of information they need from you in order to secure quality leads for you. What do you want people to remember about you and your business?

### 20 WORDS: WHO I AM AND WHAT I DO . . .

Handwriting lines for the 20 words section.

### 30 WORDS: WHY I AM THE BEST / MY COMPETITIVE ADVANTAGE . . .

Handwriting lines for the 30 words section.

### 25 WORDS: A GOOD LEAD FOR ME IS . . .

Handwriting lines for the 25 words section.