

Hi my name is Minesh Baxi and thanks for listening to “How to Design your Dynamite 60 Second Commercial”. As you can guess from my accent, I was born right here in the US. Actually I was born in a city called Agra in India. Have you heard of the Taj Mahal? The beautiful majestic white marble monument is located in Agra.

So let me answer the question what do I do.

Do you know most people start out in their own business with visions of lofty time and unlimited income. Unfortunately most of them fail within the first 5 years. I know this difficulty in person because I left my computer programming corporate career for the same reasons, except it was not easy building my own business. Most self-employed professionals struggle financially and continuously stress facing the proverbial feast & famine syndrome. So what I do is teach business owners from my own experience how to double their business applying 12 simple steps so they can have the peace of mind about money and enjoy the life they so desire. Without further ado, let us listen to the class I conducted not too long ago over the phone.

“How to Design your Dynamite 60 Second Commercial” class

We have a wonderful group of people here today who are very very serious about achieving their goals. So how many of you here do not belong to a networking organization that meets on a regular basis?

(a few yes's)

So the rest of you do, which means that you belong to a networking organization where you meet on a regular basis and during the meeting that takes place you're expected to give about a 60 second commercial about yourself. Is that true? (many yes's)

How many of you have sensed that when you're giving your 60 second commercial, you're getting into it and not everybody's paying attention?

(many yes's)

Most people are preparing their own 60 second commercial. These meetings are mainly in the morning, so you have an opportunity for 60 seconds to speak about yourself and during that 60 seconds you have the best chance of making an impression.

Unfortunately most people are running late to the meeting and they haven't had time to think twice about their 1 min, so the time that they get is when everyone else is speaking. Am I the only one who is guilty of that or is somebody else here who has been guilty of preparing their 60 second commercial when everyone else was speaking?

(yes's!)

and some of us are more fearful of speaking in groups of people, and that adds to our tension also. Some of us are very comfortable and that's fine.

Let me intro myself to you because you all have either heard of me or have been referred to me so you may not directly know me. My name is Minesh Baxi and what I do is assist business owners in being profitable in their business. Some people are very serious about achieving their goals by December 31, 2003. a specific goal to end by the end of the year. I support them in creating a goal, creating a game plan, and also accountability in order to follow through. I also teach overcoming the fear of prospecting because I found that that has been a major challenge for me sometimes to. I use a poem sometimes to elicit that idea and I'll talk about the slogan and memory hook later on.

We have a tremendous opportunity to learn from each other and also provide info which is something you can carry back to your networking organization. I promise you that by the end of the class you will have a lot more clarity on what is required in your 60 second commercial. I know we had given the assignment to people that if you know of a 60 second commercial that you really liked that you will want to tell us about it. Did anybody have a 60 second commercial that they liked a lot, either their own or someone else's that they would like to give us the quick features of that commercial?

Scott: I thought of one. It was a guy who was a mortgage broker and what was measurable about it was he closed by holding up one of those fake dollar bills and his bus card and said if you want more of this, then use this, then held up his card. Using the prop made it stick in your mind more.

Good. Thanks for sharing that Scott. I will give you an example of what he did which you can use for yourself also.

Jennifer: I thought we were supposed to think of a TV commercial. The one I thought of was where you see two people racing home and they're trying to chase each other and they're tearing off their clothes as they're running to the front door and the first person that gets there first locks the other person out. The thing is they're racing to get to the shower. I thought it was funny because it grabs your attention because you want to know where it's going.

So there was attention grabbing and action going on. Obviously that would be a little difficult to do in your one minute commercial, that's ok. That's ok. Thanks for sharing.

Connie: This is Connie, I'm a member of a BNI group and I'm called the resident poet in our group. I am a published poet and when I joined BNI I started doing my 60 second commercial and writing poems, some were all original, some using things like Jack and Jill and rewriting them and it seems like people remember that I'm the poet and they remember some of the cute poems but it seems like they're not catching on to what I'm trying to tell them about my business. I was using the poem was using them to show how creative I can be with planning events but it doesn't seem like they're getting it.

Thanks, that really covers a couple ideas that I want to cover. Let me jump into the presentation because we only have a few minutes to cover in this call and I will provide a Q&A session so we can actually help someone design their 60 second commercial. I will be sending post class notes so that you can look through some of the info that we're covering so we don't have to take too many notes while on this call.

Would you like to know the 3 most common mistakes people make when designing your 60 second commercial? I assume you do.

(Yes's)

- 1- Assuming that every one knows what you do. This is one of the big problems in 60 second commercial. When you walk in the door you know what you do, you have dealt with your clients, you have a clear idea what service or product you offer your clients, but the people there do not. You always have to look from the perspective saying "ok, they don't know anything about what I do." And that's first place to start from.
- 2- Assuming that everyone is eager to give you referrals. I know that doesn't sound very nice about our organizations. The truth is people come to get referrals, not give referrals. That's just the reality of it. You will have to work harder for them to give you referrals than you thought you needed to. People assume that they belong to a net org, they show up on a regular basis, they speak their one minute whatever it is, they mumble through the morning routine, and they will get referrals. Quite a few feel frustrated because people are not eager to give referrals. You have to make them eager.
- 3- It doesn't matter what you say in your 60 second commercial. Whatever you mumble through, it's ok because people will understand what you are trying to say. Really it's not the case, and goes back to people needing to understand what you do.

There are 2 things you can break this down into. One thing is the content, the other is the presentation. Connie gave a great example of being good at presentation. Maybe your content needs to change Connie. The main goal of the 60 second commercial is to educate and inspire your team or sales people, however you look at the people in your networking organization. We don't seem to do enough of either educating or inspiring or both. So Connie you obviously do a good job of inspiring I assume.

Connie: that's what I'm told. I'm always prepared, I never come in off the cuff.

So let's talk about the content. The first thing you need to look at is what product or service do I want to be known for. We all can provide lots of different products & services. For example, I teach how to overcome the fear of prospecting, I teach business owners how to be successful at their business by designing marketing plans, business plans, and systematic ways of follow through. I also provide assessments to businesses before they hire individuals. I also provide team development ideas. I do a lot of things, I wear a lot of hats just like most of you do. But what is it in that networking organization that I want to be known for?

For example, I belong to BNI and I want to be known for one thing. And the one thing I want to be known for is helping business owners in putting together a structure that they can follow through and double their business. I'll talk more about that in a minute. That's going to be my focus. That's one service or product that I know people can relate to.

Repetition is the mother of all skills, so unless you and I repeat that message, not only in that 60 seconds, but again in the next 2-3 weeks, our message will not really be remembered by people. So Connie, what's the one service or product you want to be known for?

Connie: invitations and accessories for special events.

You are an event planner, right? So you want to be known for invitations and accessories? (right) see, that's such a lingo in your field that I have no clue. I have no clue. So how can we make it simpler so that everyone can understand and relate to this.

C: one thing I've tried is bring in samples of things that I do to actually show people. So I show either catalogs or invitations that I've done for weddings and divorce parties and anniversaries. I never knew there were divorce parties!

C: I've done many of them. I've done over 60 different events and holidays that I've done over the 17 years I've been in business. So I try to pick an event almost every week when I do my 60 seconds and I tie it all in the end that I can do weddings, business, & social events.

Ok very good. Now what is the problem that you solve for your audience?

C: convenience

It has to be more than that

C: I get them what they need for their event. Almost a one stop shop. Many of my clients have said "you're like a one stop shop." Plus I save them money in the process.

Very good. So I heard a few different benefits and features but let's just focus on the benefits because that's how people know. Because as we all know that the main radio station that we tune into is WIIFM, which is "What's In It For Me?"

So the problem you solve is that when you have an event you have so many things to do... do this, do this, do this. How many of you have gone through organizing a birthday party, a wedding, etc. and I believe we have Mike on the call here today. Don't you have a wedding being organized for your daughter?

Mike: yes, next august

So you know there's a lot of stuff to be done

Mike: my wife keeps telling me that

So that's a hot button for someone that has something going, correct Connie?

C: correct, most of my brides and parents that come to me it's either a first time wedding in the family, when they come to a consultation, I go through this huge checklist with them and they walk out of here going "oh my god, I didn't know that there were all those little details that need to be addressed." My slogan lately has been "from thought to thank you and all the details in between."

Let me give you an example Connie, because I'm trying to relate to you and obviously you can use this info for relating to other people. How many people have forgotten either our cell phone or pager before leaving home?

(yes's)

and that's an inconvenience Connie, right? Because you lost time, you have to go back and if you're supposed to be an appt or a meeting you think "oh, man. How much time did I lose? Etc." correct?

I'm just giving you a sample here, this may not be the final thing you want Connie, but I'm just brainstorming with you for ideas. If you use that as an analogy and say "hey, how many of you have forgotten your handspring, your phone, your pager and then when you find out it was too late and you had to go back to get it.

C: so I could say "how many of you were at an event where this or that was forgotten and you wish that someone was there to pull it all together. So the DJ didn't forget the important song and someone didn't forget the toasting glasses or the cameras. That's what I do. Nothing is left to chance.

OK, I'm seeing this from a different perspective. I'm giving you a specific point that you can use in your presentation, because that's something that everyone can relate to.

In this case you can say, if you forget your cell phone or your pager, how inconvenient is it for you? Can you imagine having those inconveniences at an important event of your life. Would you let an amateur handle that?

Do you see where I'm going with that? Is this giving you a point to start from, Connie?

C:yes

The point is, answer the question "what is the service or product that I want to be known for?" and make it simple enough that everyone can understand and relate to. Make it more common in their life. Repeat the message in 3 different meetings before changing your one minute or most people will not remember your message.

Greg: are you suggesting that by using the cell and pager as an example, you use those to bring up a feeling that everybody has had and so that everybody can understand that feeling and then connect it to "you will have that same feeling if you forget this at this event.

Very good Greg, I appreciate that very much. Thank you. Greg has made a very important point here about the feelings, which is what relationship is about: Relating to.

Ok, the next part is one of the benefits or features of your prod or service, pick one and elaborate it with an example of a client that you have helped recently. Who is someone who might want assistance in this area?

Mike: this is mike

Go ahead.

Mike :we're trying to get a big client right now to go on a big maintenance program with us for heating and cooling. The problem we're having is that everybody's heard of heating and cooling so it's not on the presentation end, it's how we deliver to put us above the other company.

That's the hard thing right now. There's so many of us right now the competition's fierce.

So most people say heating and cooling and they have kind of an idea of what you do, correct? But you go beyond a normal heating and cooling guy. So what separates you from the others, Mike?

Mike: Well we do electrical work and looking into doing mold remediation.

One of the things you can do, since that's the market you want to go after is to say we have 3 divisions in our company. We have a heating and cooling division, we have a black mold removal division, and we have an electrical division, too.

Mike: part of the problem is that other companies that do what I do, heating, cooling, and electrical, they get into a lot of other things like plumbing & refrigeration. The black mold, we wanted to almost keep that separate because there are a lot of issues there.

Well, Mike this is what I would say to you. Your question is a bit beyond the scope of this conversation today, and I would love to have a further conversation with you, but pick one thing you know people can relate to, something they can benefit from very clearly. OK, air purification in homes. Keeping the air clean.

Ok, so what is a problem you solve for people?

Mike: well we come in and look at the homes and we can tell by the dust content and the condition of the furnace or air conditioner coils to see if they're a candidate for black mold or a candidate for air born infestations or viruses and stuff like that. We can take a look at that and tell right off the bat what they might need in their home.

What you just told me are features, not benefits. The features are the dust content, etc. the benefit is "do you feel sick more often by being at home rather than not being at home?", "do you get headaches when you shouldn't?" do you see what I'm saying? (yes) so that's the benefit. You eradicate that problem, and that's the benefit. I don't care about the dust content of my house, but if it affects my health, then I care. Dust content is not what comes to my mind. If I go to a doctor, I'm going to be cured, I don't want to know all the technical terms of my disease. You are the expert in that arena so you know everything around it. The problem is that other people cannot relate to dust content, what does that mean? Just like we talked to Connie. Make it simple so that everyone can relate to.

Marshall: Minesh, this is Marshall.

Yes Marshall, go ahead.

Marshall: it sounds like what would be very good for all of us, I know it would be very good for me, is to sit down and look at our businesses and try to get out of the business speak that we're used talking about with other professionals and look at the end result for who we're trying to sell to. I do computer support. They don't want to know if they're running Windows 98, 95, 2000, or XP. They don't want to know any of that. They want to know if their computer works. I've done it before where I sit down & talk with someone in my field but we try to talk to each other from a client's point of view and get some terminology that'll work better when we do these 60 second presentations because I know I have a tendency to talk over my target audiences head and use terms they don't understand.

Exactly.

Connie: sometimes I notice that I have to talk like a parent to a 4 year old, not that they're 4, but you have to bring the language down a few levels just so they can get what you're all about. A lot of clients just want it now. They want to know what you can do and how cheaply you can do it. They don't care that you're the best and that you're going to save them headaches. Some do. But a lot of them just go "well I can do that cheaper" a lot of my clients say they're going to do their invitations themselves and they come to me after the fact and say "I'm sorry I didn't come to you, it wasn't cheaper."

John: I know exactly what Connie is talking about, I'm a mobile DJ. When it comes down to it people are always looking for a cheap price and they don't care about what they're getting. A lot of times what I do is talk to them just like they're a person.

Connie: like a neighbor or something, right

Exactly, and now we're getting into the selling mode which really the one minute doesn't give you enough time for, so let's leave it at that. The first part is content, the second part is presentation. So what about the presentation can we change? Let me give you a quick formula. How many of you have heard the formula AIDA when creating advertisements? Let me give you that quickly.

The first A stands for getting people's attention

The second is generating Interest

The third is listing the benefits so they have a Desire to act

And the last is Action which may be you asking for business and getting the order.

So attention, interest, desire, and action. So let's go back to the point of how to get people's attention. I know Jennifer has a very short phrase that I really like, so Jennifer, could you elaborate on what you do?

Jennifer: what I do is introduce myself and I say I'm Jennifer and I help you make money while you sleep.

Now how many of you would like to make money while you sleep? I know I would, especially now days I don't get too much sleep because just two weeks ago I had a baby and became a father for the first time. So how do you counteract when someone says "what do you mean?"

J: normally when I'm doing my 60 second commercial people don't say that but it catches their attention and I say how I do that is by using the internet to your advantage and allowing customers to find out about your business after your office is already closed.

Excellent. Now would that get your attention?

(yes's)

Exactly. So what are the ways to get peoples attention? The first is asking a question. For example you might say "do you know..." and Connie you could say "do you know most people overspend their budget by not using a planner." Wouldn't it get my attention to say "most people when they plan events overspend by 20-25% when they don't use an event planner." Oh, yes, I'd like to save that 20-25%. So there are a number of ways to get attention, the first is to ask a question.

Even more rudimentary is standing up to give their one minute commercial. I see so many people who keep sitting and give their one minute commercial. If you're sitting, is your energy low or high? (low) when you're standing up, is your voice projecting better? (yes) absolutely. So a really simple thing is to stand up and deliver your one minute, it doesn't matter what other people are doing, which will get their attention anyway if they are all sitting, right?

Now, there are 2 things that are the most powerful words in advertising.

"free"

ok, that is one. The second one is "you" so the second you say "you" then they say "oh, yeah, I'm interested"

Use those 2 words in a way that people can follow along with what you're saying. We can talk more about compelling offers but really the bottom line is "free" and "you" and I believe Scott Stanley mentioned about the mortgage broker. It comes in a classification that I call using a prop. Using somebody, something, to demonstrate an idea. A fancy flier or brochure, that could get someone's attention. Using poems or quotations. Connie's an example. I belong to a group and Greg belongs to that too, and there's a lady that's a florist who uses that quite effectively,

doesn't she? I copied her once: "if you are prospecting for gold, but stops makes you cold, come to the workshop and we'll make you bold."

Connie: Since started doing that, a lot of the other members have started trying that and it's quite humorous.

The bottom line is be creative. If you can be creative you can get people's attention. It doesn't have to be tremendous each time, but enough to get people to say "hey this person always have something interesting to say."

Another thing which we can do is get people to interact and agree with you by show of hands, etc. For example, I will say to people "write down the most important goal you want to accomplish by December 31, 2003." Some people will start writing. Now I've got them thinking, haven't I? Instead of thinking of their own commercial, right? We can definitely do that.

Let's use people as examples right now. If you have heard one or you want to create your one minute commercial here or get more clarity on what you can do. Let's use some q & a time here to help you out. Who wants to practice here? For free?

I charge a lot more money , you know.

How many of you have heard a compelling offer that you could not refuse and took it. Give me some examples of something you may have come across

Tammy: I got a coupon for a free car wash for a new place that opened and it was like a \$16 car wash. That was a pretty good offer.

Anything free is always going to be exciting. For example, I am offering a free email course on how to double your business in 12 simple steps. How many of you think that's a good idea to have? (yes's)

Good, you now have an opportunity to sign up for it. Because everyone wants to double their business, don't they?

I'm starting a program on how to double your business which is a more detailed program, we talk on the phone once a week for an hour to help people double their business and teach them the basics of marketing as well as some of the advanced things they can use to double their business.

All you have to do is get in touch with me at 877-968-2500 or email me at minesh@mbaxi.com and we can make sure you get on the email course and we can schedule a 30 min call to let you know what the program is all about.

How about a memory hook? Who has a memory hook that have they heard or seen someone use or you have one you use each time?

What's a memory hook?

Good question. A memory hook is something which will remind you of them sometimes in a funny way sometimes, in a witty way, a catchy way.

: like "don't leave home without it"

Yes, exactly.

Connie: We have a business that comes and subs at our BNI. His business is a floor doctor and his hook is "you stand on our reputation."

Marshall: We've got a guy at our LBN chapter that's a CPA and he calls himself a bean counter with imagination. He does some non-standard accounting things for small businesses.

Greg: we have a men's clothier in the group. His hook is "clothing makes the individual, because naked people have little or no influence."

Mike: we have a member in our group and she represents Mary Kay cosmetics. She's trying to change the image of Mary Kay cosmetics as not being your grandmother's makeup anymore, such as "helping people go from bow to wow."

That's fantastic. Who else has a memory hook that would like to tell us? I know, Greg, we have a sewage guy in our brag group there...

Greg: He does plumbing and sewers and he says “without us, you haven’t got anyplace to go.”

Connie: We’ve got a collision guy and his memory hook is “we meet by accident.”

Exactly. It’s a memorable meeting, too. Ok, so that’s a lot of great ideas. Does someone want to develop their own right now?

Janice: I would like to.

OK Janice, so you are in payment solutions, correct? So what is one thing you would like to be remembered for.

Janice: Well, we’d like to have you hang on to some of your cash.

So how can we design a memory hook for you using cash? Because cash is a very powerful word, and hanging on to cash is a good thing, too.

Janice: What I do is payment alternatives, credit cards, bounced check recovery, check guar, auto pay programs, that sort of thing.

: putting money in a safe place, come to me and I’ll keep it safe.

OK, or if you’re seeing cash come out of your windows, we put shutters on them.

We can start with something. So basically you provide better rates than other people do.

Janice: right. We have a free bounced check recovery program.

So you can use something like that. Connie is a poet here so she can give you something.

Connie: I have a lot of visual things that are coming to mind, like a dollar bill flying through the window and you’ve got a lasso and you’re pulling it back in.

Yes. OK, so bounced check recovery means losing money, doesn’t it? You would be losing money if you didn’t have this service, correct? So you could use some words like bounce or cash together. You could use visuals like Connie is saying. You could use basketballs as an example.

: we take the rubber out of your bouncing checks.

: we can help you manage your cash so you can keep more of it

: for the visual you can take a bunch of checks taped to a basketball and bounce it.

See we’ve got some great ideas from the people. Does that give you a starting point?

Great. Let’s rap up this session by seeing what people got out of it.

Ann: it’s imp to grab people’s attention

John: using an example to show them I’m good at what I do.

Mike Prevost: I’ve been in business for 20 years in the heating and cooling business

prepaid legal services and I like the part about remembering to talk benefits instead of features and also what problem do I solve.

David: I got a good foundation for my commercial, the overall knowledge you gave was a great foundation.

Greg: To make it simple and understandable, to take something everyone can relate to.

Tammy: I like using an example of a recent customer to show the benefits.

Rick: Asking questions to get started

Janice: I appreciate all the help with the hook line

Sonya: Under attention, asking questions and using the words “free” and “you.”

Scott: Mostly just play with the whole thing more, I usually just wing it through the 60 seconds

Kimberly: Assuming nobody knows exactly what I do, using a feeling and solving the problems

Carl: I need to set up a basic outline and use as many principles as I can

Mark: keep things simple

Jennifer: I found my tagline fits

Connie: I need to narrow down and keep it simple for a repetitive period of time and then switch.

Marshall: keep it simpler and not talk above people’s heads and using questions as hooks

This has been an awesome class for me. Please email me if you have ideas for other programs that you can do. Perhaps have one in a couple months for networking. I want to thank each and every one of you for your time, and you can sign up for the email course "How to Double your Business in 12 Steps."