

Speak Your Business
in 30 Seconds or Less™

PRSA
California Inland
Empire Chapter

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© Ann Convery

323-644-7955
aconvery@pacbell.net

Original Message:

"I'm a mortgage broker. I help people build their dream homes."

- Jim

After 30-Second Training:

"I teach people 5 secrets of wealth building and cash flow so they can leverage other people's money and hang on to more of their own." - Jim after 30-second training

1. **Don't label yourself. Widen your marketplace.**
2. **Use strong verbs.**
3. **Use numbers: credible, emotional, proprietary.**
 - A. **Dollarize:**
One \$30,00 employee who surfs the Net, or sends personal emails for 2 hours a week, is costing you \$2,065 a year. How many employees do you have? How much are you losing per month?
 - B. **Dollarize and Quantify:** What's your broker earning as a percentage? 10%? He's been here twice? That's \$25K a visit. You could have paid for your receptionist, or your computer system.
 - C. **Quantify:** Our DJ's can put 400 people on the dance floor in 20 minutes and keep them there for 4 hours. We give busy moms up to 6 free hours a week.
 - D. **Educate:** Ask campaigns; Pfizer's outreach program; marketing firm quiz.
 - E. **Client Stories:** These are a gold mine for future sales.
4. **Money, Health, Relationships = Strong Needs**

The 30-second message is **not** about "what you do."
It's about the results you can **produce for them.**

Verbs + Numbers + Money/Love/Health

1. Verbs: teach, create, design, reorganize, manage, develop, establish, boost, generate, accelerate, achieve, boost, capture, clarify, conquer, convert, define, design, develop, diagnose, discover, drive, eliminate, ensure, evaluate, finalize, focus, generate, grasp, identify, illuminate, ignite, improve, increase, innovate, inspire, intensify, lead, learn, leverage, master, maximize, measure, mobilize, motivate, overcome, penetrate, persuade, plan, position, prepare, prevent, profit, raise, realize, reconsider, reduce, refresh, replace, resist, respond, retain, save, segment, shatter, shave-off, sidestep, simplify, solve, stimulate, stop, stretch, succeed, supplement, train, transfer, transform, understand, unleash, win.

2. What numbers can you fit into your 30-second message?

3. Can you dollarize, quantify or educate? _____

4. Money, Love, Health, Time. What's the strongest need your service or product fulfills?

**Don't Describe. Hook!
How much urgency do you generate?**

Follow-ups: the Second-liner

They liked it. "Tell me more."

1. Speak in headlines.
2. Use very short, strong success stories.
3. Indicate that your success has brought you to a new level.
3. Give them a range. If you have three rules or skills, don't reveal what the rules are.
4. Use a mini-testimonial. Third-party referrals work well.
5. Say "You know what it's like when _____ is not working, and..."
You are building a relationship while they nod and agree with you.
Then say, "What we do is..."

You are still teasing. *Don't give away the store.*

Follow-ups: the Second-liner

"We don't need this."

1. Ask questions or make statements that provoke anxiety and or reconsideration, that raise the bar of expectations in their mind. Suggest that they've set the bar too low.

Comment: "We started a communication program last year."

Response: "Great. Your *bottom line must be healthier by now.*"

Comment: "We already have a PR firm."

Response: "Yes, we just had a client in Time but we found that a profile in the Wall Street Journal a few months ago brought more response."

NEVER GIVE UP!

MESSAGE FOR AN EVENT PLANNER

(This CEO got a \$100,000 contract the first time she used this message.)

BEFORE

I own a meeting management company that manages meetings. We do association and corporate meetings. We do all over the US and international. I can help generate new revenue for cost-effective meetings, negotiate excellent contacts, rearrange expenses, or find better sponsorship programs.

AFTER

I own two meeting management companies and I've developed four revenues strategies to save my clients up to \$150K in expenses or make up to \$400K in new money.

EDUCATIONAL MESSAGE

(Marketing Company) We're story-tellers. We're a marketing company that specializes in stories that drive sales for our clients, like Pixar, Google, and Honda. 95% of our clients come back to us because every project we do for them drives sales.

We've found eight common problems with stories.

Does your story reach your customer?

Does your story get even half of your message across?

Does your story speak your customer's language?

Does your customer want to read your story?

Do your customers even know you have a story?

Do your visuals and pictures tell the same story?

Do your visuals reinforce your story, because (as you know) people don't read?

Does your story drive sales?

SOCIAL NETWORKING MESSAGES

1. *(Mortgage Broker)* Have you heard of the Millionaire Next Door? ("It's a book showing how the average guy can become a millionaire.") You know how most people read it and think, Oh gosh it's too late for me? It just breaks my heart when I see people – especially women – terrified of their financial future. It's so unnecessary. I teach people how to create 6-and 7-figure wealth, no matter what their age.

2. *(Insurance Agent)* You know how you have to work til July til you can start making money? After my clients work with me, they can start making money in 60 days. Everyone I've ever talked to is paying too much for insurance.