

“30 SECOND COMMERCIAL” WORKSHEET

INSTRUCTIONS: Fill out this worksheet. Read it from top to bottom. Rehearse. And then take it out into the real world.

My Name: _____

My Company Name: _____

What I do?: _____

My Power Questions: _____

My Power Statement: _____

How I Can Help?: _____

Why Should They Act Now?: _____

Notes: You should make a list of at least 25 power questions so you are prepared to guide the conversation in the direction that you desire. These questions should make your prospect “stop” and “think”. Keep asking questions until you get the answers that you need.

Your power statement tells how you can help others.