

WOW - Sell Yourself in 60 seconds!

Many of us shy away from self promotion and stop telling people what we do, rather than how well we do it. Overcoming this will ensure that you always make a positive and powerful first impression. You never know when you are likely to meet that person who could open the door to a great business connection. It is important to have your 60 second commercial finely tuned. If you convincingly convey what you can offer in terms of future performance they will remember you.

1) Where do I start?

Think about what you want to accomplish. Why should they remember you? In a world where we have so much of the same how do you want to be remembered?

2) Make it snappy and memorable. Use the WOW factor!

3) Adjust your message to the listener.

4) Don't bombard them with details. Keep it brief.

5) Don't ask for the business that will come later.

Example of 60 second pitch with out the WOW factor

Hi I am Jan Smith owner of the ABC Nail Salon on HWY 92. We do manicures, pedicures, fill ins and gel nails. Stop by and see us sometime.

Example of a 60 second pitch with the WOW factor

Do you need to relax? Are you looking for a clean and professional nail salon that has day and evening appointments including Saturdays and Sundays than please come to ABC Nails conveniently located on HWY 92 next door to the Home Depot. Hi I am Jan Smith owner of ABC Nails. Stop by for an experience your nails have been waiting for!

PRACTICE

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