

Worksheet
A 30 Second Commercial:
How to Showcase Your Business
in 30 Seconds or Less
(Go to www.varesource.wordpress.com blog for complete instructions)

1. Describe your “ideal client.” Be as specific as possible – the narrower your niche, the more successful your marketing will be! If this is an individual, specify gender, location, profession, income, likes/preferences (what is important to him/her).

2. List the problems they face that you, your products or services solve:
Add the consequent emotions. How do they feel about these problems?
Prioritize this list, and cross out all but the top two items.

3. List the benefits received from using your services and/or products:
Add the consequent emotions. How does this make them feel?
Prioritize this list, and cross out all but the top two items.