

30-SECOND COMMERCIAL

Worksheet

1. **You:** Who are you?

2. **Service:** What business or industry are you in?

3. **Clients:** Who do you serve (demographics, consumers, businesses, etc.) ?

4. **Needs:** What are the needs of the clients you serve?

5. **Differentiation:** What makes you stand apart from your competitors?

6. **Benefits:** What are the core benefits a client receives from your service/product?

Put it together
