

# Promote Yourself: Create Your Own 30-Second Commercial

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Have you ever thought about producing a 30-second commercial advertisement about... yourself?

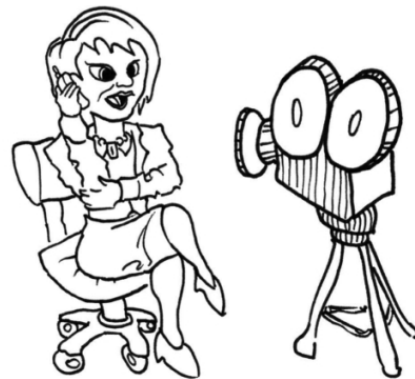
*Huh?*

Before you flip channels on me, don't forget the purpose of an advertisement. The goal of a traditional ad is simple: you want to *create awareness and encourage action*.

## Create Awareness and Encourage Action

An ad makes people aware of a product, service or social issue, it then gets the audience to purchase the product or change their attitudes (i.e. "stay in school" or "stop smoking").

Isn't that identical to your goals too? Don't you want to make people aware of you as a service provider (an employee or small business) or encourage people to purchase your products and services? You need to be able to sum up yourself in a few seconds so you can project your passion onto others.



But I bet you didn't know that your own 30-second commercial reaches droves of people every day.

Every phone call you make, store you visit, or meeting you have is an "ad impression" (as they say in marketing). How you act, what you say, and the way you look creates an *impression* in the minds of others.

Do you know what impression you give others? If you don't, you should!

For example, who would you rather talk to:

1. Someone who mutters a "hello" as though he's inconvenienced to meet you
2. Someone with a bright smile and a warm "Good Morning!" bringing the sunshine into the room

I'm guessing #2 sounds a whole lot more appealing. And it should!

## Advertisement Storyboard Phase...

You might be a small business owner or a salesperson trying to drum up business. You might be looking for a new job or for a business partner. In any case, your 30-second commercial must be convincing and well-formed, but also show off your personality and willingness to succeed. What you say in 30 seconds *will* set the tone and define your position among the competition.

While you can't control what others think of you, you *can* control what you think of yourself and how you project those thoughts onto others.

So first, ask yourself:

- How do I define myself?
- What are my dreams, beliefs, strengths, skills, and successes?
- If I had a 30-second commercial about me, what would it say?

Quick! It's only 30 seconds so you'd better make it memorable, short and snappy.

## Advertisement Testing Phase...

Once you're able to define yourself, your goals, your success and your professional and personal outlook within 30 seconds or less, you've got the inner workings of a strong message.

Now you have to test it out. Practice your commercial in front of friends and family, or in front of a mirror. Record yourself to hear how you sound and get comfortable with your commercial and the meaning it carries.

You should test out an abbreviated version (say 15 seconds) where your shorter version might be more effective (i.e. for voicemail or an email). You can also practice for different environments. Say, if you're meeting someone new at a luncheon or you're making a phone call, you would start your commercial with a greeting, your name and your title.

For example: *"Hello Mr. Smith! My name is Ronnie Nijmeh and I am a business builder. I am the owner and head writer of ACQYR.com -- a business and motivational resource providing strategies for the masses..."*

Immediately, your quick commercial will set the tone of the conversation and it will create an energy that shows off your personality.

It's often a good idea to use uncommon words because they will stand out and leave the person *asking for more*. In the example above, you may have noticed the phrase "I am a business builder." This phrase isn't as common as the phrase: *"I am self-employed."* In turn, the hearer will likely be intrigued and ask you for more. That's a great response signaling interest!

## Advertisement Production Phase...

**Act natural.** People will see right through you if you're not being yourself. Be sure to live up to your message. No one likes false advertising or the bait and switch trick. Don't promote yourself as some cure-all miracle worker (unless of course you are!).

**Be brief, but with flare.** If there are any words you stumble on repeatedly, it's probably a good idea to find a different way of saying what you mean. Where possible, use power descriptive words that you don't use often (such as "astounding" or "spectacular" instead of "good" or "okay"). These words will set you a part from the crowd and show your passion.

**Project confidence.** You're the producer, writer, director and actor. It's your commercial. Be proud! When others see your confidence they will have a reason to be confident in you.

**Practice.** Swim in it, breathe it, and know your stuff! You should know yourself and your commercial better than anyone else.

**Prepare for followups.** Be prepared to entertain questions and handle various reactions. People will ask for more information or clarity, so ensure you know what to say. And don't forget that you can always revise your commercial to make it more concise or effective.

Good luck with your personal 30-second commercial. I'm sure you'll do great! *You are your own best asset, never forget that*