



Anatomy of a 60 Second Infomercial

A good 60-second presentation consists of 5 sections. Each section is designed to allow you to share specific information about you and your business with the members of your chapter. Use this worksheet to develop a memorable infomercial. This is one of five standard infomercial formats popular in BNI. Others include: “Did you know...”, “Who do you know who...”, “Sales Minute Manager”, and “Seven Aspects...”.

Section 1: Introduction (18 seconds)

Name: _____ Position: _____ Company Name: _____

Briefly describe your business. _____

Overview of products and services:

1. _____
2. _____
3. _____

What type of business or clients do you currently have? _____

Section 2: Tell a Story (20 seconds)

What makes you different from your competition? _____

Share a **specific, recent** story that exemplifies what makes you different. _____

Section 3: Ask for the Business (10 seconds)

“A good referral for me is” (*be very specific*) _____

Section 4: Call to Action (5 seconds)

“So if you see/hear/know of _____ please give him/her my card.”

Section 5: Memory Hook (7 seconds)

My memory hook is: _____

After you say your memory hook, conclude with your name and company.