



## Developing Your 45 Second Marketing Message

Section I: General Information: (Approx. 10-15 seconds. Same every time)

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Location & business hours: (for retail) \_\_\_\_\_

(OPTION) Did you know? \_\_\_\_\_

I.e. DYK improving presentation skills raises your profile while increasing your marketability?

Menu of products or services. The Power of 3 (include area you will focus on)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Section II: One area to focus on this week from above menu. (5 seconds)

\_\_\_\_\_

Section III: Give a testimonial on yourself and your company. (10 seconds)

Tell a story relating to the topic from Section II. Include: Who did you help? What was their complaint/problem/circumstance? What did you do for them?

\_\_\_\_\_

\_\_\_\_\_

**Section IV: “So a good referral for me is...” Tell them what to be looking for.**

Teach them your LCDs (Lowest Common Denominators of your referrals)

I.e.: For a carpet cleaner; “who do you know that... is having a party, is relocating their residence or business, had a disaster, has pets, expecting out of town guests?”

\_\_\_\_\_

\_\_\_\_\_

Section V: Memory Hook (see worksheet)



## Building an Effective Memory Hook

**Memory Hook:** A good memory hook is a brief, memorable attention getting phrase that creates an interest in you and a recognizable connection between you, your products and services.

**Examples:** Can you complete these well-recognized memory hooks?

1. "Your in good hands with \_\_\_\_\_."
2. "Like a good neighbor, \_\_\_\_\_ is there."
3. "It's the real thing" \_\_\_\_\_."
4. "Have you driven a \_\_\_\_\_ lately?"
5. "\_\_\_\_\_ is on your side."
6. "\_\_\_\_\_ tastes good like a cigarette should."

**Industry Oriented:**

1. "We check you shorts" *Electrician*
2. "If you feel like shooting your relatives, call me." *Photographer*

**Name & Industry Oriented:**

1. "A call to Armstrong Van Lines will be the best move you ever make!"  
*Moving & Storage*
2. "At Panter Chiropractic, we give your back a hand." *Chiropractor*

**Poetry:**

1. "Before you turn to dust, come see me for your will or trust." *Attorney*
2. "If your records are a mess, or the IRS is causing you stress, come, confess." *CPA*

**Parodies:**

1. "Old bankers never die, they just lose interest." *Banker*
2. "I believe in the tooth, the whole tooth and nothing but the tooth, so help me God." *Dentist*

**Others:**

- "We'll take care of what's bugging you." *Pest Control*
- "If you need to be kneaded, then you need me." *Massage Therapist*
- "Think of me as your call girl." *Cellular Phones*
- "Let someone who's been there tell you where to go." *Travel Agent*

Develop Your  
Memory Hook: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_