

Module 3: YOUR 30-SECOND COMMERCIAL

**Why it is a Must,
How to Create one for Your Product**



Land Your

License Deal

TODAY'S GAME PLAN - YOUR 30-SECOND COMMERCIAL

- ❖ WHAT IS A 30-SECOND COMMERCIAL?
- ❖ WHY YOUR 30-SECOND COMMERCIAL IS ESSENTIAL
- ❖ KEYS TO CRAFTING YOUR 30-SECOND COMMERCIAL
- ❖ 30-SECOND COMMERCIAL EXAMPLE
- ❖ HOW TO CREATE YOUR 30-SECOND COMMERCIAL
- ❖ FAMOUS TSC EXAMPLES FROM THE PAST

TO REVIEW VERY BRIEFLY

In the last module we discussed ...

- ❖ Research Funnel 1 – How to find many licensees, then cull them to a smaller list
- ❖ Research Funnel 2 – How to pick your top 3 licensees
- ❖ Research Funnel 3 – How to select your ‘winner’

WHAT IS A 30-SECOND COMMERCIAL

- ❖ Your 30-second commercial (**TSC**) starts the conversation about your invention
- ❖ Everyone is attuned to station **WIIFM** – What's in it for me?
 - Your TSC provides a short, succinct answer
- ❖ Answers the **4 W's**: who, what, when, where?
- ❖ Must make them curious, want to know more about your product

ROOKIE MISTAKE ALERT

Inventors give too much technical information early on

- ❖ Your licensee audience consists mostly of **marketers**
 - They focus on the big picture: who will want it and why
- ❖ Licensees focus on **product market fit** and **uniqueness**
- ❖ Licensees wish to assess the risk of your product
 - **Are your price points aligned with similar products?**
 - Will special tooling be required to manufacture your product?
- ❖ You must focus on **their** interests, not your interests

WHY THE TSC IS ESSENTIAL

- ❖ The **TSC** cuts through clutter: they hear many pitches
- ❖ A lengthy, descriptive narrative is soon forgotten
- ❖ Your **TSC** must grab their attention early, keep them engaged
- ❖ You must paint a picture that is compelling, emotional, interesting
- ❖ The TSC is like a pink and purple, polka dot panther - memorable

Keys to Crafting Your 30-Second Commercial

- ❖ What was the color and animal in the last slide?
- ❖ Your **TSC** must describe key product features **and** benefits
- ❖ It must relate directly to **their** interests and needs
- ❖ Sells the sizzle – sparks curiosity, they want to know more
- ❖ They should want to ask, “how does **that** work?”

TSC Example

Example: my thin leather wallet invention

- ❖ Leather wallet that is **half** as thick, holds **twice** as many cards, **flexes** for comfort, won't **crack** your cards or back
- ❖ **Features:** leather, thin, holds a lot of cards
- ❖ **Benefits:** flexible for comfort, doesn't hurt to sit on
- ❖ My TSC was memorable: they couldn't imagine a thin wallet holding twice as much, yet also being comfortable
- ❖ You must be able to deliver on **everything** you say

How to Create Your TSC

- ❖ Make a list of all your **features** – objective items, specs
- ❖ Make a list of all your **benefits** – subjective, emotional
- ❖ Make a list of what matters most to your audience
- ❖ Highlight **features** & **benefits** that differentiates from competitors
- ❖ Create a **TSC** with features and benefits of **value** to your audience, that differentiates your product from competition
- ❖ Memorize it so you can say it easily, without hesitation

ROOKIE MISTAKE ALERT

Confusing features and benefits or leaving out benefits

- ❖ Features are data: size, shape, weight, material, cost, etc.
 - Consumers initially consider features to narrow product choices
- ❖ Benefits are emotional: *comfortable, easy, quick, wise*
 - Emotions drive **final** purchase decisions – *wait till the boss sees your new car!*
- ❖ Both features **and** benefits are important
- ❖ Incorporate both into your TSC
 - Don't exclude benefits – big mistake, benefits drive purchases

FAMOUS TSC EXAMPLES FROM THE PAST

- ❖ *It takes a licking and keeps on ticking* - **Timex**
- ❖ *15 minutes could save you 15% or more* - **GEICO**
- ❖ *Melts in your mouth, not in your hands* - **M&M Mars**
- ❖ *When it absolutely, positively has to be there overnight* - **FEDEX**
- ❖ *When you care enough to send the very best* - **Hallmark**
- ❖ *Be all you can be* - **US Army**

WRAPPING IT UP

- ❖ What is a 30-Second Commercial (TSC)
- ❖ Why the TSC is essential to your pitch
- ❖ Keys to crafting your TSC
- ❖ TSC example
- ❖ How to create your own TSC
- ❖ Famous TSCs from the Past

IN THE NEXT MODULE

- ❖ We'll discuss the **LBP**
- ❖ What is an LBP?
- ❖ Why you must have an LBP
- ❖ How to create your own LBP
- ❖ Value of the LBP