30-Second Sound Byte Template

Have fun creating your 30-second sound byte template! This will be your very own unique marketing message that will help you describe what you do in a way that generates interest, creates allure, and captures others' attention.

1. I will not label myself.

The first step is to agree that you will not label yourself as a mortgage broker, marketing consultant, massage therapist, Internet sales coach, etc. By labeling yourself, you place your identity in a tiny bucket in peoples' minds, and you lump yourself with the millions of other people who label themselves this way. Therefore:

I hereby agree that I am much more than my occupational label. This label is self-limiting, and from this day forward, I will focus on communicating to others the benefits they will receive by working with me.

_____

Sign and Date

2. Identify "What" you are really selling, the benefits and value you provide.

Features describe the attributes of a product or service—what "makes" it tangible in others' eyes. For example, the service might be marketing consulting, and an eBook product is developed to describe a process. The "what" you are selling isn't the book—it's the benefits others will receive by *using* the book. For example, a 50% increase in sales, clients, whatever! *Benefits* describe the experience of using a product or service. By continually asking the question "so

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what" after describing a feature, you will eventually drill down to the benefit.

Complete the following exercise:

Features		Benefits
	→	
	→	
	→	
	→	
	→	
	→	

3. Use strong verbs, such as create, design, and teach. (NO adjectives.)

Think of a list of 5 to 10 "action" verbs you can use to describe your services. Remember to avoid "softer", more passive verbs, like help and assist.

4. Use numbers to "dollarize" and quantify what you do.

Think of the customer you helped who achieved the greatest results. For example, did a client you worked with double their sales? What was the value of this? Or, did you save someone 3 hours a week in administrative time? What is 3 hours worth annualized? Use these numbers to dollarize and quantify what you do. Write your best results below:

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5. Relate these numbers to Money, Love or Health.

Things having to do with money, love or health creates the strongest emotional triggers in people. That's because we all have very strong needs regarding all three of these topics---they are key primary needs we all need to have satisfied. Tying what you do with these three trigger words almost guarantees you will get a stronger emotional response another person. Here's an example of my 30-second sound byte:

"I teach solo entrepreneurs the 7 steps to increase their income by 50%."

Broken down it looks like this:

- Action verb = Teach
- Number, quantification, dollarization = 7 steps
- Benefit = Increase income
- Number, quantification, dollarization = 50%

It's now time for you to develop your 30-second sound byte:

- Action verb = _____
- Number, quantification, dollarization = _____
- Benefit = _____
- Number, quantification, dollarization = _____

Put it all together into a simple sentence:

Congratulations, you've done it! You have a 30-second sound byte you can use with confidence the next time someone asks you, "So, what do you do?"

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About Bonita L. Richter, MBA

Bonita L. Richter, MBA, is an entrepreneurial coach, expert, speaker, and author with over 25 years of self-employment and business management experience in a multi-million dollar enterprise.

Bonita has studied and researched entrepreneurship, business management, marketing, new venture creation, and has taught over 3,000 individual entrepreneurs practical business skills through one-on-one counseling, and presented over 200 educational workshops. Her continued focus and passion is to help clients grow the sales and profits of their businesses to create sustainable success and build wealth.

Bonita has significant experience helping individuals start and grow businesses. In the past year, she counseled over 300 individuals, of which 38 collectively obtained over $6,000,000 in private equity and debt financing to launch or grow their businesses.

She offers her clients practical knowledge and experience, as well as seasoned insight, passion, and resources. She is an adjunct instructor at the college level, and has written over 50 presentations, student guides, and articles on many business topics, including: marketing and market planning, business planning, strategy development, the entrepreneurial mindset, creative problem solving, and other business and self-employment topics.

Bonita holds a degree in Business Administration from the Pennsylvania State University, and graduated valedictorian with an M.B.A. from Lake Forest Graduate School of Management, Lake Forest, IL.

Find out more about how to market your business and boost sales with her popular FREE eBooks at ===> Profit Strategies.

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