

30-Second Commercial - use after Elevator Speech

Once you have opened the conversation by responding to “what do you do for a living?” If the person says, “well, how do you do that?” Then you use the 30-second commercial.

The “Brief Description “ a.) give a benefit (38% probability of success) b.) Give a reason to believe (compelling evidence 42 % probability of success) c.) Share a dramatic difference. (53% success)

The Nutshell

- 1.) **“It will probably take me about 45 minutes to explain the whole thing, but in a nutshell, (go to step 2).....**
- 2.) **“I work with a company called GNLD and what we do is we market whole food nutritional products that give people more energy and boost immune function which helps your body fight off colds & flus. In fact, one of our products was researched by USDA and was shown to increase immune function by 37% in just 20 days! But you know what really makes us different, is that we have an income earning program where people can make a significant amount of money, without it affecting what they’re currently doing, by simply telling other people about these products”**
- 3.) **Third party question: “Do you know anybody who might be interested in this sort of thing?**
- 4.) **If they say “Yes, I would be”**
- 5.) **“Oh really, tell me why would you be interested?**
- 6.) **May I make a suggestion? Let’s get together for about 45 minutes and I’ll show you the program.” or you could say “with your permission could I get your phone number and I’ll give you a call and we can discuss this further?”**