



30 Second Commercials

by Gloria Reisman

Your 30 second commercial is a concise description of your expertise and the benefits you provide to clients. Here are some sample "commercials".

"As a marketing rep, I help consultants reach the right clients, leverage their time, and achieve their business goals by applying my communication and marketing expertise."

"As a human factors expert, I help companies maximize the fit between new technology and the people who use it."

I recently asked an IT consultant to tell me what he did. This example shows you the iterative process we used to quickly capture his expertise in a 30 second commercial.

Version 1: (a dry start)

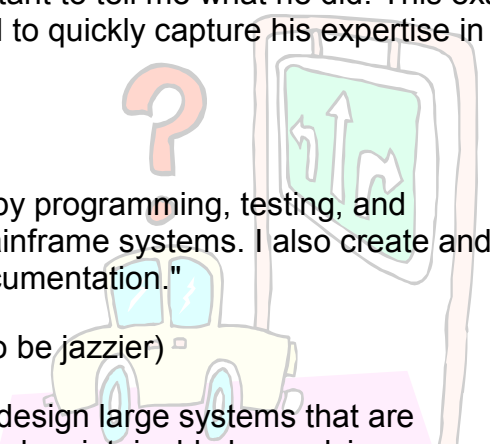
"I design systems by programming, testing, and designing large mainframe systems. I also create and update system documentation."

Version 2: (clear but needs to be jazzier)

"I help companies design large systems that are usable, efficient, and maintainable by applying my 30 years of business with my full life-cycle technical skills."

Version 3: (gives you a real feel for the benefit of his technical expertise)

"When I work on large mainframe systems for corporate clients, I'm the guy who gets involved in multiple levels of technical design. I'm called the "go to" person; the guy who avoids problems by anticipating business needs."



About the author

Gloria Reisman is principal and marketing director of Reisman Consulting Group, Inc., a consulting services and placement company based in Philadelphia, PA. Reisman provides experts to Fortune 1000 companies in the areas of technical writing and documentation, online help, marketing communications, interface design, web usability, training development and instructional design.

Reisman lectures and coaches independent consultants on marketing techniques to reach more clients, how to maximize their time, and ways to achieve their business goals.

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