

LeTip 30-second Commercial Template

Dazzle, inspire and deliver your best!

Use this template to create your own commercials. The template is available online at www.letip.com. Log in and go to the LeTip Library. You will find this document under the name: **Template_30-second commercial**

Open with your hook (something that will engage and interest your target): _____

Hi! I am (name): _____

I am your chapter's (category): _____

My company: _____

provides (product or service): _____

for (repeat your target market, e.g.: new mothers, empty nesters) _____

who (specify the product or service that will attract this particular target): _____

Call me (repeat your name & company): _____

Optional company slogan or a call to action: _____

Close with, "A good Tip for me this week is...: (Narrow your focus, be specific. Do not just say "anybody.") _____

