



# 7 Steps to a **Killer Commercial**

How to write a commercial that grabs your  
customer's attention & gets a response

## STEP #1:

# Present the problem



This should be short and to the point because you want to have time to provide the solution. Be direct. Who are you talking to? Talk to them. Help them identify immediately with your message so they can say “Oh, that’s me.” Here are some examples:

*“Are you tired of being overweight?” “Behind on your bills?” “How would like to save hundreds of dollars a month on your mortgage?” Now you are prepared to grab their attention.*

## STEP #2:

# Grab your audience’s attention



Once you have presented the problem, now you are ready to grab their attention and hold it for the rest of the spot. This next line is critical. Don’t waste it. Just like the title of a book can summarize its contents and make you want to pick it up to read it, you want this part of the spot to give your audience a tantalizing taste of what’s to come.

*“What if you discovered the secret a housewife in Maine found that just made pounds melt away?”*

*“Get ready to find out how to cut your car payment in half...for FREE.”*

*“What could you do with an extra \$5,000 a year you save on your mortgage payment?”*

## STEP #3:

# Provide the solution



Deliver the goods. This is where you want to talk about how your product or service can solve the customer's problem. Or provide them with the benefit they are looking for. In this part of the ad, it is important not to confuse features with benefits.

Most companies want to talk about the features of their product or service and fail miserably to connect the benefit to the end user.

For example, instead of saying *"Max X is the new weight loss supplement that has vitamin C, vitamin D and Chinese Herbs."*

You would want to say *"Max X is the powerful new weight loss supplement that melts fat like butter, curbs your hunger pains and increases your energy without that jittery feeling."*

## STEP #4:

# Provide testimonials, be specific



Whenever possible, use the legitimate success stories you have to tell the world. It makes the most sense to use the testimonials that are most like your target audience. Also, be as specific as you can about the performance of your product or service. If you can save your average customer 64% off their printing cost, then say it. If you can deliver in three days when most companies take 14, then say it. But again, make sure you relay the benefit.

*"You'll save time and money in production costs and down time because your order will be there in 72 hours."*

## STEP #5:

# Create a sense of urgency



You need to give your audience a good reason to respond now. Whether it's a deadline for savings or a limited time offer, create a reason that will make someone that may be interested in what you have to offer get off the fence and respond.

*"Save up to 40% this weekend when you enter promo code XYZ."*

*"The first 25 to order will get a special bonus gift." "Log on now to take advantage of the 48-hour sale." "Only 4 days left until..."*

## STEP #6:

# Give a call to action



Tell the customer exactly how you would like them to respond (e.g., "Log on now," "Call toll-free," or "Stop in for savings."). Call the audience to a specific response.

## STEP #7:

# Repeat the call to action

I have seen many spots fall flat because they will only tell the audience one time what they need to do. Or they want to end the spot with the tag line. Here are some secrets within these secrets.

- For **Television** spots, leave the call to action and way to respond up during the entire length of the spot. Don't just bring it in at the end.
- For **Radio** spots, have the call to action and way to respond be the very last thing the audience hears.
- For **Print and Online** ads, make the call to action clear and concise. Let it dominate the bottom portion of the ad.
- Identify what is most important to the target customer when they are deciding to buy what the advertiser is selling.
- Pinpoint the emotions the target customer might be experiencing when deciding to respond to what the advertiser is selling. This helps the advertiser to build trust and connect with more potential clients because they identify with what the target customer is going through. Emotions like fear, skepticism, anger, worry, and the need for approval are powerful, motivating emotions that need to be addressed in the creative.
- Develop a problem—solution strategy. What problem is the advertiser providing a solution to and how? Be specific.
- Differentiate yourself from the competition. Who else can say that? The creative needs to relate exactly how the advertiser is different from the competition. What are the real benefits the customer is going to get when calling the advertiser vs. calling the advertiser's competition?

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