

**Ferndale Chamber of  
Commerce**

Date: Every 1st & 3rd  
Tuesday of the Month

Time: 8:00-9:00 a.m.

*Hosted at a variety of locations.  
Check our website for listings.  
www.FerndaleChamber.com*

For more information  
contact the Chamber at  
248-542-2160.



# Coffee Connection

Promoting You & Your Business in 60 Seconds!



***Effectively promoting you and your business in 60 seconds is easy!*** Only hit the key points when speaking. Always have hand-outs (business card or flyer) to reinforce your message and to give the listener your contact information! This allows the audience to get the important facts without being overwhelmed with too much information. Then use one-on-one time to connect deeper!

Use this outline to help you with your 60 second commercial!

## **60 Second Commercial in 5 Easy Steps!**

1. **Your Name:** \_\_\_\_\_
2. **Your Business:** \_\_\_\_\_
3. **3 key facts or services you offer in 10 words or less**
  - **1st fact (10 words or less)** \_\_\_\_\_  
\_\_\_\_\_
  - **2nd fact (10 words or less)** \_\_\_\_\_  
\_\_\_\_\_
  - **3rd fact (10 words or less)** \_\_\_\_\_  
\_\_\_\_\_
4. **Thank your audience and encourage them to see you afterwards.**
5. **Restate your name and business.**

Don't hesitate to use this hand out during your 60 second commercial and remember, practice makes perfect!

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