



# 60 Second Commercial

STRATEGIES AND SUPPORT FOR THE EVOLUTION OF YOUR BUSINESS

The best way to boost sales and build your reputation is to help your customers and prospects by offering them solutions to the problems that keep them up at night; when you solve people's problems, they will keep buying your product or service - you become a name and a brand.

Please review the following example of a 60 second sales pitch:

**Fact First** *Did you know that 9 out of 10 people who prepare their own taxes fail to report deductions of at least \$1,000 resulting in a smaller tax return and 7 out of 10 will make at least one mistake on their return that could result in IRS or State penalties if audited?*

**Benefits** *Individuals who engage me to prepare their Federal and State tax returns receive the maximum deduction, putting more money in their pocket and enjoy peace of mind knowing that if they are audited, their return is properly prepared and compliant with the latest tax laws.*

**Validation** *One of my clients had me review her tax return that was previously prepared and I discovered \$6,750 in eligible deductions, adding 18% to her tax return. Additionally, I corrected two key mistakes that will save her penalties if she is audited.*

**Conclusion** *If you want to ensure that you are receiving the maximum return on your taxes and confidently know that your returns are properly prepared, then lets set up a time to review your tax documents.*

Design a 60 second sales pitch using the example above:

**Fact First**

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**Benefits**

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**Validation**

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**Conclusion**

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