How To Create A Late Night Infomercial

Digital Media Technology

Once you have chosen your audience, the primary objective; the message you wish to convey, it's time to create your infomercial.

Rule #1 - **Unless you are an experienced writer who can create a fast-paced sales presentation, don't even begin to write the script yourself.** Instead, prepare an outline and explain why your loan type or services are better than your competitors'. It does not have to be a big difference, but something that sets you apart.

Rule #2 - Keep selling with every sentence. You are not there to look cute, but to provide information for the consumer to make a decision that you are the person they want to do business with.

Rule #3 - Keep it interesting and change the pace or topic every 60 seconds. Constantly repeat what you wish to convey - but with different words, stories, etc.

Rule #4 - Decide which of the following elements will make up the core of your presentation. It could be all of them or just a few.

TESTIMONIALS - The format presents satisfied customers talking about their product - they can either be real customers or paid performers.

INTERVIEWS - This one might show someone interviewing you or could be a panel discussion with you as the moderator. It could be shot either at the studio or on location.

CELEBRITY ENDORSEMENTS - A celebrity can add credibility and it doesn't have to be a movie star or sports hero. A local celebrity or well-respected person in your community

Toungue In Cheek Ideas

1. **Explain As Little As Possible About What You're Offering**
   Information about your inferior product and/or service isn't necessary to sell it. In fact, the less information you give the better.
2. **Reiterate How Much Money You Can Make As Much As Possible**
   This is absolutely crucial.
3. **Use Small Prints For Big Truths**
   'Your actual results may vary.' is the buzz kill of the party that is your sales pitch. Whenever you've got important information that could let your customers realize that you are clearly scamming them, you should use the smallest size font that is legally allowed. **Remember:** You're only promising for the idea of a better life for your customers, not delivering it.