MAKING YOUR POINT IN 30 SECONDS OR LESS
NO ! It is not about talking fast
WHO IS GHOSTDRAFT
WHAT IS CCM
CCM - BUZZ WORD

Customer Communications Management (the analyst term) is software and processes to enable companies to manage customer communications across a wide range of media including printed documents, email, web pages and text messages.

- Customer Relationship Management
- Customer Engagement

Covers a broad range of technologies and disciplines from

*Document Generation to Email Marketing to Envelope Inserter Machines*
WE ARE GOING TO NARROW DOWN OUR CCM SCOPE- BREAK IT DOWN TO ONE AREA

Getting your Point Across in 30 Seconds or Less
WHY 30 SECONDS?

Time Constraints

World is moving faster. Hour of yesterday is the 30 seconds of today
WHY 30 SECONDS?

NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:

- Airlines: 68 yrs
- Automobile: 62 yrs
- Telephone: 50 yrs
- Electricity: 46 yrs
- Credit Card: 28 yrs
- Television: 22 yrs
- ATM: 18 yrs
- PC: 14 yrs
- Cell Phone: 12 yrs
- Debit Cards: 12 yrs
- Internet: 7 yrs
- PayPal Acc.: 5 yrs
- iPods: 4 yrs
- YouTube: 4 yrs
- Facebook: 3 yrs
- Twitter: 2 yrs
WHY 30 SECONDS?

Attention Span

Even if a person has a lot of time to listen, they can only absorb so much information in one steady flow.
THE BRAIN AND THE MESSAGE

Thinking starts in the emotional centers of our brain.
FOR A 30 SECOND MESSAGE TO “REACH YOU” IT MUST FIRST MAKE YOU FEEL SOMETHING.

LET’S CHECK IT OUT!
THE BITTERNESS OF POOR QUALITY REMAINS LONG AFTER THE SWEETNESS OF LOW PRICE IS FORGOTTEN.
HAS THIS EVER HAPPENED?
HOW LONG IS 30 SECONDS?
HOW LONG IS 30 SECONDS?
There are 3 basic principles to a 30 second message

1. Objective
2. Who can give you what you want
3. What is the Approach
OBJECTIVE

• Goal, or Target
• Destination
• The reason why you want the conversation

You can have only one objective
You do not need to state your objective
OBJECTIVE

• What do I want?
• Why do I want the meeting?
• Why do I want to have the conversation?
• Why do I want to write the letter or email?

Any two match- you have your Objective
Remember you can have only ONE
Objective- It must be clear and specific
OBJECTIVE

- Why do I want the meeting?
- What do I want from this interview?
- Why do I want to have the conversation?
- Why do I want to write the letter or email?

Once you have your Objective, it will carry you throughout your entire Message

All other pieces to the 30 second message must relate to this one Objective
WHO CAN GIVE YOU WHAT YOU WANT

• Who is the Right person to talk to?
• Make sure you know who can give you what you want.
WHAT IS YOUR APPROACH

Single thought or sentence that will lead you to your Objective

• What is my game plan?
• Can I build a message around this single statement?
• Will this relate the needs or interests of my listener?
• Will this approach be a face to face?
• Will it be a call?
• Will I email, text or write a letter?
WHAT IS YOUR APPROACH

Follow the Yellow Brick Road!

A well thought out approach will keep you on track to reaching your objective.

• A company must develop leaders to survive

• If you think its expensive to hire a professional, wait until you hire an amateur.
NOW YOU KNOW
FUNDAMENTAL ELEMENTS

The Hook - something that catches attention

The Body - the nuts and bolts of your statement

The Close - painting the picture
THE HOOK! - GET THEIR ATTENTION

- A statement or object used specifically to get your attention
- It allures, captivates, tempts, enchants, makes you laugh.
- It plays to the emotion center in your brain.

To find your hook ask the following:
What is the most unusual part of my subject?
What is the most interesting or exciting part of my subject?
What is the most dramatic part?
What is the most humorous part?
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CHECK IT!

Does it relate to your Approach?
Does it relate to your Listener?
Will your Hook excite or interest your listener
Does the Hook lead to your Objective?
Objective: Has to find and pick up 2 Russian Ladies at the Airport.

Who can give him what he wants? The two arriving ladies

His Approach: Text them as they land
His Hook: “Look for the guy with the watermelon”
THE HOOK!- GET THEIR ATTENTION

- "Betcha Can't Eat Just One"
- “Screw it, lets ride”
- “It’s not how fast you mow, it’s how well you mow fast”

- We’ve never been caught
- Be the most influential person in your office!
- You can be paid to travel 5 countries in 3 months, Are you in?
- Might need to sell the children
THE HOOK!- GET THEIR ATTENTION

• Passed up on another pay raise? This will change it forever!

• Trust me, you WANT me in your Inbox!

• What percentage of reports that you process are error-free?

• My recent zip line experience reminded me of the business challenge we need to discuss. Here’s why...

• We have your children

• Walk and be glad you can
I can explain.

I’ll call your office this Tuesday at 2pm. If there is a better time, let me know.

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THE BODY

Build your case, tell a story
Where the hook gets the person’s attention, the body tells the person what you want and why.

It must

• Keep your listeners attention and convince them.
• Explain, reinforce and prove the point you are there to make.
Millennial Julie
THE CLOSE

Paint a picture – show how it benefits them, but you have to ask for what you want !!

Types of Closes

1. Choice
2. Step by Step
3. Direct
Objective: Sell Cameras

Approach: Romanticize Experience
  - Be a Hero
  - Think it. See it. Do it
  - Capture Different

Hook: Interesting Pictures
Objective: Sell Cameras

Approach: Romanticize Experience
- Be a Hero
- Think it. See it. Do it
- Capture Different

Hook: Interesting Pictures

Body:
GoPro helps people capture and share their lives’ most meaningful experiences with others—to celebrate them together. Like how a day on the mountain with friends is more meaningful than one spent alone, the sharing of our collective experiences makes our lives more fun.

Close: Deals today, Free Shipping, Will you join the wave?
Once we determine our Objective, Who can give us what we want and the Approach to take....

30 seconds is more than enough time to:
THANK YOU!

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