

Infomercial: Learn It! Know It! Sell It!

1	What problem will the product solve?	
2	Introduce your product: Product name	
3	How does your product compare to other products or no product?	
4	How might the audience be left out if they don't act?	
5	What is the secret ingredient that makes your product better?	
6	Express your understanding of your audience.	
7	What are you asking your audience to do? What is THE ASK?	
8	State disclaimers or hazards.	