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### **5 Successful Factors of Having an Impactful Networking Commercial**

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Let's face it; people do business with people they know and trust. It's not so much about your product; (but an excellent product sure helps!) it's more about you. Who are you? How did you get to where you are today? Here are some guidelines to help you create an engaging networking commercial.

- 1) Begin by briefly describing what you do. I bake so I simply say that I bake a selection of gourmet cookies and cupcakes. Do not get into a long-winded description here as you will lose your audience before you get started.
- 2) Tell your audience, in an engaging way, how you got started in what you do. Take them through your "journey" so to speak. If, like me, you realize now that you had early indicators that your occupation would become your passion early in life, tell that story briefly. Mention family members or friends who helped you develop your skill set. Give brief anecdotes to make it real.
- 3) If you, like me, started in a different direction, before you got on your "passion path", tell that story briefly. Perhaps you had a life changing event that got you on your path. How did that part of your journey help you with what you are doing now? At some point in time, was there something nagging at your soul that told you a piece of you was missing and you had to go find and nurture it? Tell that story.
- 4) How did/do you nurture your passion? Did you take some classes or return to school? Did someone mentor you? How did you translate that experience into what you are doing now?
- 5) Then briefly tell the audience who are good referrals for your business. Give specific examples. For example, for me its people who are having birthday parties or social events. Also, give a range of the minimum or maximum and tell your audience how to order from you, if applicable. Be brief here. The business will follow if your audience likes you. And there is always time for a few questions too if you need to clarify for someone.

That's it! Good luck and happy networking.

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