

## The Infomercial Cheat Sheet

**W**hen producing an infomercial, keep this checklist handy at all times throughout production. Keep asking yourself how strong you are in each of these areas. If on a “1-to-10” scale, you believe that you have at least an “8” or better in each category, you have a great chance of success. However, it should be noted that even if you score 10 out of 10 in every category, there still would only be a 90 percent chance of producing a successful show.

However, reviewing this checklist every time you are producing an infomercial can increase your odds of success.

**1 Selling Category.** Find out if the product category has been successful before. For example, if you’re selling a diet regimen, you are entering a category that has had success. This would rate somewhere between “7” and “10” on the scale. If you’re selling fire engines direct, chances of success are much lower because it’s never been done before.

**2 Cost of Goods-to-Retail Sales Price.** If your product costs \$50 to manufacture and you can only sell it for \$100, there’s a low chance of success. However, if it costs you \$10 to manufacture the product and you can sell it for \$100, there’s a much greater chance for success.

**3 Value of the Product.** Does the customer believe they are getting a great deal?

Take 2 Direct specializes in providing uniquely creative and highly responsive commercials and campaign management. If you want to sell your product and need a company that has the creative vision to drive the call, as well as the practical experience to manage the intricate back-end process, contact Take 2 Direct CEO Adam MacDonald at (714) 979-5555 or E-mail him at adam@take2direct.com.



Spending \$100 for a juicer is a great deal, ranking somewhere between an “8” and “10” on the scale. Spending \$500 is not a great deal, and therefore ranks about half as high on the scale.

**4 Value of the Offer (including premiums, discounts, etc.).** Selling a \$100 rotisserie oven with a 50-piece knife set, a book of recipes and bonus attachments is a good offer, ranking at least a “9” on our 10-point scale. Make the customer want the premiums.

**5 Want vs. Need.** Wanting a product is more compelling than needing it. Consumers want the Magic Bullet Blender, rating it a “9,” especially when compared to needing a smoke detector for one’s home.

**6 Demos.** Is it possible to demonstrate, in layman’s terms, the “WOW” factor of the product? Can it suck the smoke out of the air in seconds flat? Products that demonstrate extremely well earn a “9” or “10” ranking.

**7 Testimonials.** Are they real and authentic? Are they spectacular? Someone claiming weight loss of 100 pounds using the product in a reasonably fast amount of time is great. Only losing 10 pounds in not-so-fast amount of time is not spectacular, and would rank on the low end of the scale.

**8 Voiceover.** Is your voice male or female? How does the pacing and tone match the product and offer?

**9 Music.** Does the music set the right tone to make consumers want to pick up the phone and call?

**10 Graphics and Animation.** Do your graphics look snazzy or is there a cheesiness factor to them? Crisp, clean and professional graphics always rank higher than amateurish graphics.

