

# Making Good Television

**Thank you** for partnering with ciLiving in your marketing efforts!

Our program is unique to the marketplace and a great opportunity to position your organization well in the minds of viewers and clients. Here are a few ideas that will help make your segment successful!

**Think “viewer benefit.”**

Resist the temptation to make this product about you. Rather, make it about how viewers’ lives will be better because of what you offer.



**Be the expert in your field.**

Once a viewer believes you know your stuff, he or she will be more likely to trust you and hear your message. So start broad with the most common questions people need answered.



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## Focus.

You no doubt feature a wide variety of products and services. Viewers respond best to simple messages. One or two well-developed ideas will resonate best with the viewer.

## Rehearse and ask questions!

When you perform well, so will your presentation. Your WCIA marketing partners are full of ideas to help you find new ways to connect to your potential customers. Please, take us up on our expertise!

## Think visually.

Video is a powerful tool to display. How might viewers see your product/service in action? Visual aids make an impression they're likely to remember.



## Remove "ad speak."

Remote controls make it easy for viewers to change the channel. If your segment comes across as a commercial, they'll click away from your segment.

