

Fellow Smilin' & Dialin' Club Members:

Attached to this email should be an MS Word file of sample 30-second commercials. Please save the file for your own use and to share with anyone you may sponsor.

The Board has felt some commercials at the last few meetings were not as productive as they might be. Commercials should be brief, no longer than 30 seconds. They should also be focused and rehearsed. Productive commercials contain "hooks" such as former employer name and other references to which people can connect. The more specific you can be, the more productive your commercial will be.

If you have just left Acme Widget Company, then say so! Maybe someone in the group is talking to Acme. A connection has been made, now that person wants to talk with you. You may prevent a mistake or contribute to a success. Or maybe someone is talking to a competitor of Acme. Again a connection is made, you might well know valuable information about the competitor or the industry. Additionally, to say you are looking for a small or mid-sized or large company in manufacturing is too generic on its own. Naming a couple companies of current interest helps make connections. Use your limited time to create reasons to connect with people. Isn't that what you want from networking?

Board of Directors  
The Smilin' & Dialin' Club

## Smilin & Dialin Club

### Sample Commercials

1. Good morning, My name is John Smith and I have a strong background in marketing, sales and general management in the consumer goods industry. My focus going forward is a leadership role in a small to mid-sized organization that has a good entrepreneurial spirit, along with the desire and ability to grow. Again, my name is John Smith.
2. Hello, my name is Bill Jones. I was most recently the EVP & CTO of Integ, a medical diagnostics company. My experience has been in creating and commercializing medical and high-tech products. I am searching for a COO or other senior executive position as part of a small or mid-sized company that needs fast development of leading-edge technology products. Thank you, I'm Bill Jones.
3. I'm Mike Johnson, and I am seeking a senior management role in technology. I want to either build or fix things--"things" BEING either products or organizations. My last role was as CIO reviving a troubled IT organization in healthcare. My software experience is extensive. I've launched real products in commercial markets; deployed strategic systems and applications; and am old enough to know not only the origin of the term "software bug" but how to eliminate them. If you want a "can do" leader, call me.... I'm Mike Johnson.