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## **How To Generate More Referrals with Your 30 – Second Commercials**

1. What Problem are you the solution to?
  
2. How are you the solution?
  
3. What is your expertise? Or your unique selling Proposition?
  
4. What is a good referral for you? BE SPECIFIC.
  
5. Who are you? (Optional)
  
6. Don't forget your call to action:

Notes:

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