

Create Your Own Personal 20 Second Commercial



This tool is designed to help you create a short, confident, and consistent way to talk about your financial institution. A 20 second commercial is a simple introduction that highlights who you are, what makes your organization special, and why someone should consider doing business with you.

Whether you are speaking with an existing member/customer, a new visitor in the branch, or someone you meet in the community, having a prepared message helps you sound professional, welcoming, and knowledgeable. It also helps ensure that employees across the organization share a consistent and positive message.

Your 20 second commercial can be used in many situations, including:

- Greeting someone in the branch
- Starting a conversation with a new visitor
- Assisting someone who is not yet a member/customer
- Community events and festivals
- Sports events and school functions
- Chamber events and networking opportunities
- Conversations with friends, family, and neighbors

This is not meant to sound like a scripted sales pitch. It should sound natural, friendly, and personal. It is simply a quick way to share pride in where you work and create curiosity about what your financial institution offers.

Use the form below to create your own 20 second commercial. Once completed, practice saying it out loud until it feels comfortable. The goal is to be able to share it easily in about 20 seconds, with confidence and a smile.

Once you have created your 20 second commercial, practice sharing it with your team members. Team huddles are a great time to take turns delivering commercials, offer encouragement, and exchange ideas. Practicing regularly helps employees feel more confident, sound more natural, and stay consistent in how they describe the financial institution. Over time, this becomes an easy habit that strengthens communication skills and improves relationship building with members/customers in every setting.

