# Commercial Project

***You are part of a marketing team that has been hired to create a commercial. Follow the following steps for creating a great commercial. Your target audience is the class. How are you going to persuade them to purchase your item?***

Step 1: What's the Big Idea?

So, what is the big [idea](https://www.thebalance.com/do-better-work-today-39362) that will get people looking at your product or service?
[Do something incredible,](https://www.thebalance.com/what-makes-a-great-headline-38537) and people will gravitate towards it.

Step 2: Write a Great Script

You've had a great idea. [Now, you need to script it out](https://www.thebalance.com/how-to-write-a-direct-mail-letter-38706). You've got a very limited time frame to capture your audience and you need to get your message across quickly. Don't get wrapped up in long sentences. Keep them short and punchy.

Step 3: Stick to Time

[You've bought a :30 commercial package](https://www.thebalance.com/before-you-buy-a-television-commercial-package-38587). As tempting as it might be to squeak in an extra few seconds, you just can't do it. Your commercial must time out to the exact time you've paid for.

Step 4: Always Use a Call to Action

Your call to action [gets customers to buy or act now](https://www.thebalance.com/ways-to-get-customers-to-buy-now-39238). Don't get to the end of your commercial and leave off your call to action.

Step 5: Type the script

Create a Google Doc and type up the script. Be sure to include the words each actor will say and what will be happening in the background as well.

Step 6: Turn it in

Share your Google Doc with me: MILara@cps.edu