Make a Speech Infomercial

Idea:
Make an infomercial about one of the ideas or tools we use in speech therapy

Purpose:
To “spotlight” an idea or tools and educate ourselves and others on WHY we are doing WHAT we are doing in therapy

Think about it:
How do they get us to “buy” their ideas/products?

Let’ brainstorm:
1. They grab your attention
2. They make their point with few words and lots of impact
3. They talk loud sometimes 😊
4. They show excitement
5. They show a belief in the product/idea
6. They demonstrate how easy it is to use
7. They tell you:
   a. What the product is
   b. Why it is useful
   c. How it has changed their life
   d. Why you should use it too
   e. How it will change your life
8. They repeat and summarize

Plan:
1. Watch (or tape and watch) some infomercials to “see how it is done”
2. Choose a concept/tool to highlight
3. Prepare a draft “script” that “sells” your chosen idea or tool
4. Practice delivering the commercial
   a. with Miss Nina
   b. with parents/others
   c. with some friends or in speech group
   d. (your choice)
5. Video and/or have a “live premier” of your infomercial
6. Discuss what you learned/how you felt about the project

Reardon-Reeves, 2006