

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 products 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