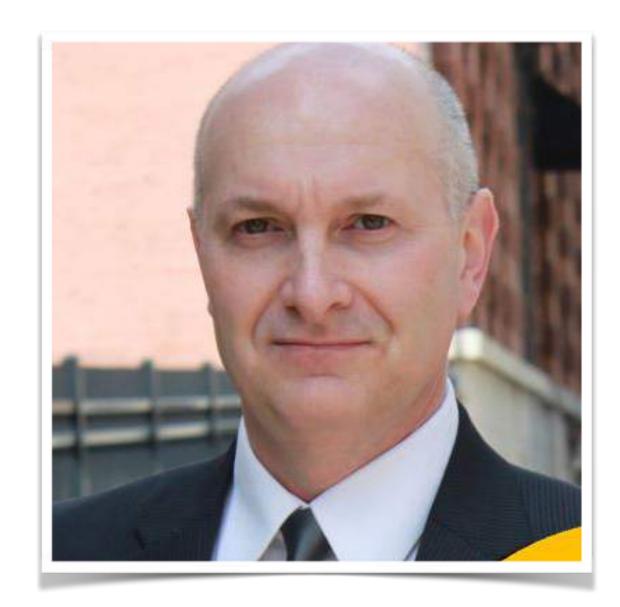




THIS WEBINAR WILL BEGIN AT 12:01 ET



TIM BURT Creative Expert

CREATIVE AND INNOVATION: YOUR UNIQUE COMPETITIVE ADVANTAGE



Training



"I love LBS because of the video commentary and training tools it has to offer.

I have been in sales for 13 years and I have never seen a training site just like this."

Joey Bigley - WLRB, WLMD, WKAI, WNLF, WMQZ, WJED - Macomb, Illinois





Sales Ideas

"I've been selling over 25 years in radio and I look at LBS daily because it keeps me ahead of the game with timely new ideas. Yes, you can teach an 'old dog' new tricks and ideas to help clients" Ron Whitaker - KWEN, KJSR, KRAV, KRMG - Tulsa, Oklahoma



Advertiser Intelligence



"I love LBS because the Advertiser Intelligence data provides me with information that allows me to speak intelligently with my clients about their business."

Paula Bell - WVNI - Bloomington, Indiana





ASK LBS

"I love LBS because it is the place to go for ideas, information, help, and motivation." Kimberly Likens - KFVS, WQWQ - Cape Girardeau, Missouri



2nd Tuesday Webinars



"The webinar was really informative...I actually plan to re-watch it and take detailed notes since there was so much information."

Joy Patten KFOR, KLMS, KZKX, KTGL, KIBZ, KFRX - Digity - Lincoln, Nebraska

YOU CAN BECOME A SALES IDEAS STAR!





Would you like to receive \$50? Of course you would! Your successful local sales campaign can make you a star...again!

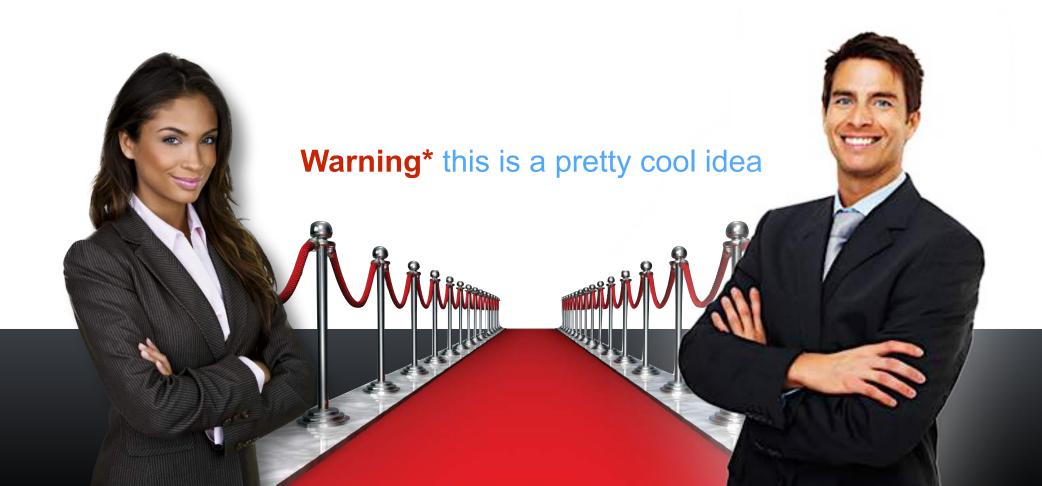
How can you participate? Easy as 1-2-3!

Step 1 : Tell us about your amazing local revenue building sales idea! ericmoore@localbroadcastsales.com

Step 2: (If we like it) We will ask you to record your idea in a 3 to 5 minute video on your smart phone.

Step 3: Your video will be posted on LBS! You will become famous! You will be \$50 richer!







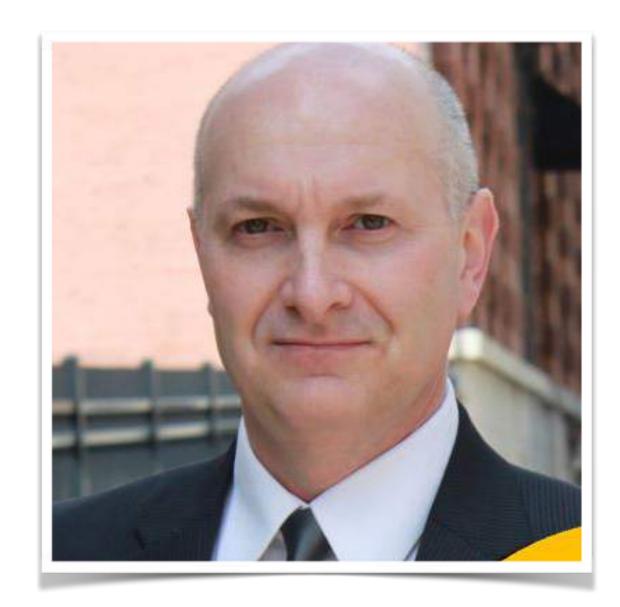
HAVE ANY QUESTIONS?







THIS WEBINAR WILL BEGIN AT 12:01 ET



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CREATIVE AND INNOVATION: YOUR UNIQUE COMPETITIVE ADVANTAGE



TODAY...prepare TO BECOME THE SMARTEST RADIO SALES REPS IN YOUR MARKET.

Would you like to:

✓ STOP HEARING "Radio/tv doesn't work" or "I tried radio/tv and it didn't work"?



Would you like to:

- ✓ STOP HEARING "Radio/tv doesn't work" or "I tried radio/tv and it didn't work"?
- ✓ Learn how to dramatically lower your client turnover and attrition rates?



Would you like to:

- ✓ STOP HEARING "Radio/tv doesn't work" or "I tried radio/tv and it didn't work"?
- ✓ Learn how to dramatically lower your client turnover and attrition rates?
- ✓ Get your prospects and current clients to completely trust you, and spend more money with you and not "the other guys?"



Today I'm going to share 3 things with you:

- The story of how I went from a guy with no formal training, no awards, and no college degree,
 - to being among the most sought-after advertising and marketing pros on the planet.

Today I'm going to share 3 things with you:

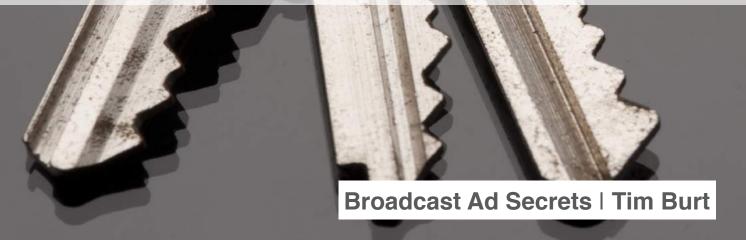
5 broadcast advertising MYTHS you've been led to believe by others cause you to lose clients and make your job harder



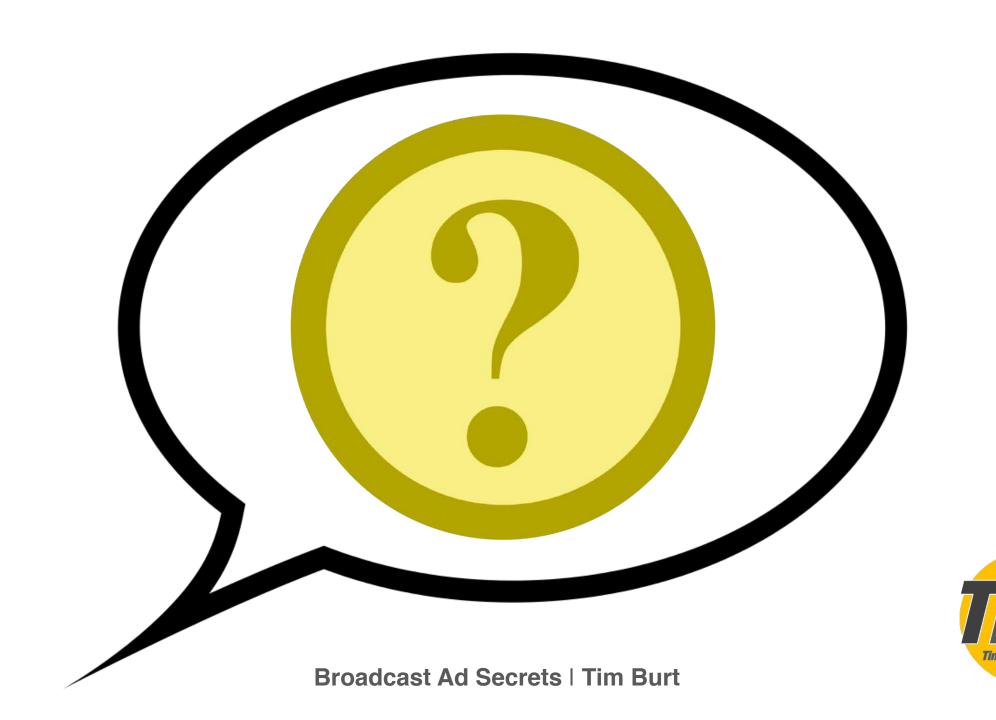
Today I'm going to share 3 things with you:

The Three Keys that you (and your clients) must know for success...

my "three unbreakable laws of advertising."



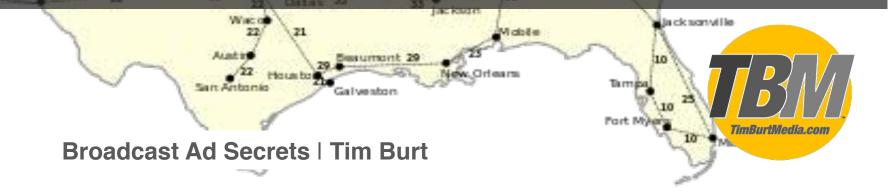




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First...HOW I GOT HERE...

The story of how I went from a guy with no formal training, no awards, and no college degree, to being among the most sought-after advertising and marketing pros on the planet.







EACH ONE'S A RADIO!



AM WRIST RADIO straps on . . . even has earphone! Uses 2 hearing aid batteries (incl). Local reception only. Black plastic. 2x1%x 3/4-in. high. From Hong Kong.

76 J 9479-(1 lb.)......14.95

WEAR-A-RADIO!

more than

portable ...

it's a private

AM headset!

14.88

(not me)



(also not me)





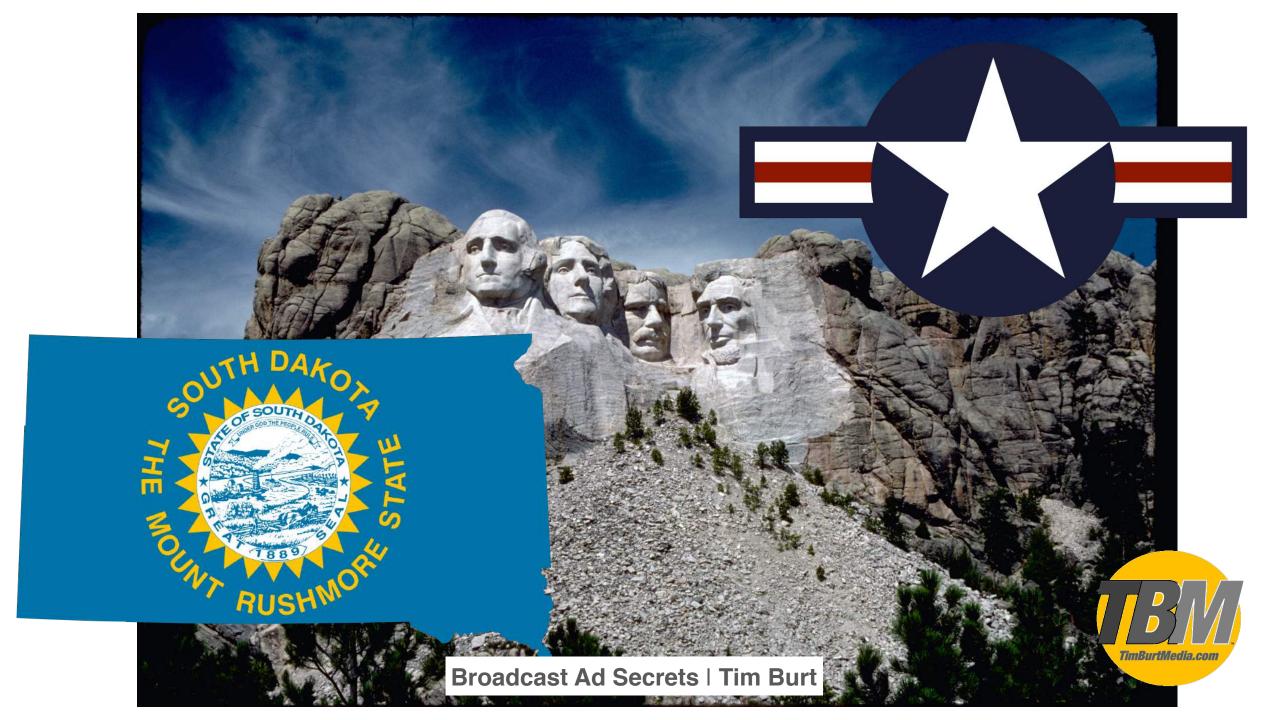


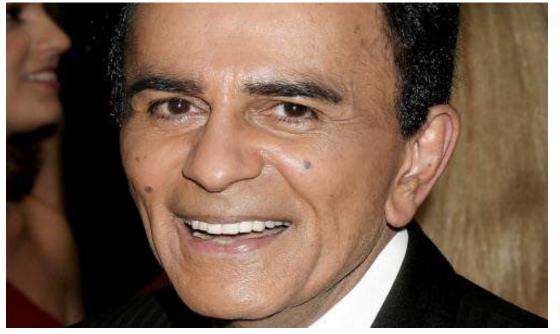


University of CINCINNATI







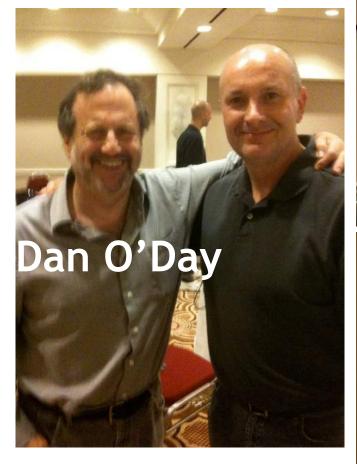






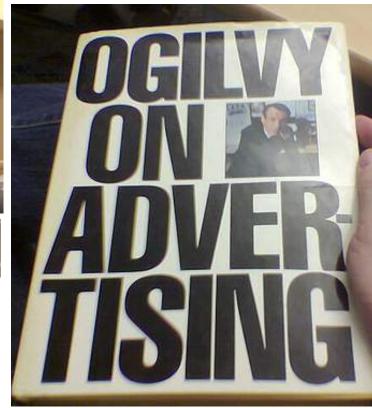
















How To Create Effective Advertising - Episode 6 - W...



How To Create Effective Advertising - Episode 5 -...



How To Create Effective Advertising - Getting To The ...



How To Create Effective Advertising - The "Post-It...



How To Create Effective Advertising - Secret...





Can Miracle Mattress Be Recover From Their...

1 year ago



ive Second rcial Be Effective?...



How To Write A Commercial -Know Your Audience -...



1:38 The Fastest Way To Write An



Tip - Getting udience...



Super Bowl 49 Commercial Winner - Weight Watchers -...



Effective Advertising Script ...

Super Bowl 49 Commercials -Live Instant Review And...



Attack of The Nationwide Auto Dealer "Nickel Pickle" ...





//P// Watch as I give Tiffany from Caring Hearts Home Health Care an advertising campaign live on stage. 6:04



Does this ad make you w Broadcast Ad Secrets | Tim Burt to eat KFC? (Comments...

I Devise An Ad Campaign In Under 6 Minutes - Live On...

THE WALL STREET JOURNAL.

Politics World

Business Tech Markets Opinion

Real Estate



BUSINESS

The team includes



: The Yale University graduate and star of Harry h. the class. drama "L.A. Law" and the hit movie "Clash of the Tit can be seen in the acclaimed AMC AMCX -2 series "Mad Men" as ad executive Jim d Men" returns " a cir for its final season g April 13. Fo

Sarah Michelle Gellar: Known for her lead r in the TV show "Buffy the Vampire Slaver" and the vies "Cruel Intentions" and "I Know What You Did Summer," Gellar currently stars as ad execut dney Roberts in the CBS sitcom "The Crazy Ones" w Williams. Follow her on Twitter @RealSMG.



Popula

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blog cove

entertain

celebrity

arts. The

publication

Farley, E

from the

media.

Strategy for Bensimon Byrne, one of Canada's largest independent ad agencies. He thinks Bruno Mars and the Chili Peppers really have their work cut out for them this vear.





When Airlin





United Techn Raises Outlook

SPEAKEASY

REAL ESTATE

Modern Living in Nova

Super Bowl 2014: Meet the All-Star Team Tackling the Ads

By Christopher John Farley

Feb 2, 2014 12:08 pm ET

The Super Bowl between quarterback Peyton Manning and his Denver Broncos and QB Russell Wilson and his Seattle Seahawks kicks off tonight-and some of the biggest hits will take place during the commercials.

The Wall Street Journal has put together an all-star team who will be sharing insights on the Journal's Speakeasy blog about Super Bowl ads as they air and they will also be weighing in on Bruno Mars's halftime show. You can join in with your comments.

Check in with Speakeasy before game time and follow the advertising action live!



Columbus Short: The co-star of the process "Scandal," Short plays Harrison Wright, a crisis fixer and self-described "gladiator" who helps get politicians and other luminaries out of whatever trouble they find

Tim Burt: A globally-known advertising and marketing

coach, author, and public speaker known as 'The Commercial Professor." See his website at CommercialProfessor.com.





Broadcast Ad Secrets | Tim Burt



And countless others...















Broadcast Ad Secrets | Tim Burt



WRITER & CREATOR OF MORE THAN 30,000 COMMERCIALS WORLDWIDE

TIM BURT

"OUR RESTAURANT GOT A 30% RETURN IN ONE DAY FROM A SALES LETTER TIM WROTE" - Pasadena, California

"IF YOU'RE SERIOUS ABOUT GROWING YOUR
BUSINESS LONG-TERM, TALK WITH TUM RIGHT NOW."
- Dallas, Texas

"HAVING TIM HELP US WITH OUR ADVERTISING WAS THE BEST DECISION WE EVER MADE"

- Mumbai, India

















been led to believe by others that cause you to lose clients and make your job harder

Broadcast Ad Secrets | Tim Burt



A client's definition of "WORK":

They didn't get the results they were expecting (or were promised to them) by an ad agency, a radio/tv station, or themselves.



BEFORE YOU CAN HAVE



timburtmedia • Follow

timburtmedia Give that #smallbusing the gift of traffic this #christmas. Sig at bit.ly/christmastraffic. November reveal all. #entrepreneur #entrepreneurship #entrepreneursp #money #advertising #marketing #ill #tvadvertising #tv #digitaladvertising #socialmediaadvertising #socialmediaadvertisi

content_crackers 🔥 webhero_websites 👍







Top Ten Stations in 2017 & Corresponding Rank in 2016

Rank 2017	Revs. 2017 (000s)	Calls	Format	Market	Mkt Rank	Owner	Rank 2016
1	\$67,800	WTOP (FM)	News	Washington, DC	7	Hubbard	1
2	\$63,200	KIIS (FM)	CHR	Los Angeles, CA	2	iHeartMedia	2
3	\$45,000	WHTZ(FM)	CHR	New York, NY	1	iHeartMedia	3
4	\$45,000	KBIG (FM)	Hot AC	Los Angeles, CA	2	iHeartMedia	6
5	\$43,000	WLTW (FM)	Lite AC	New York, NY	1	iHeartMedia	8
6	\$41,000	WFAN (FM)	Sprts/Talk	New York, NY	-1	Entercom	4
7	\$40,000	WINS(AM)	News	New York, NY	1	Entercom	9
8	\$40,000	WCBS (AM)	News	New York, NY	-1	Entercom	7
9	\$40,000	WBBM (AM)	News	Chicago, IL	3	Entercom	5
10	\$35,000	KFI (AM)	News/Talk	Los Angeles, CA	2	iHeartMedia	10

Source: BIA Advisory Services 2018

Top 10 stations total billing for 2017: over \$450 million

Study: TV Station Revenue to Reach \$32.8 Billion by 2020

BIA/Kelsey sees growth in retransmission and digital revenues

Jon Lafayette · Apr 20, 2017



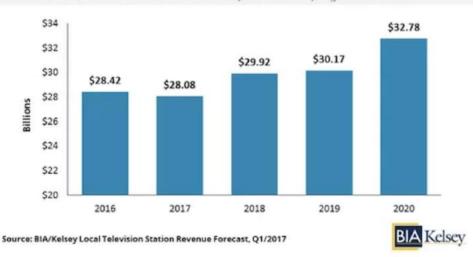




Pintt

Five-Year Local Television Station Revenue Forecast

Forecast Combines Retransmission, Over-the-Air, Digital Revenue





"ITRIED RADIO/TV AND IT DIDN'T WORK"



HAVEYOU







WRITE THIS DOWN



It is not the amount they spend, It is the message they send.



"Nobody listens to the "Nobody listens to the "Nobody listens to the

"Everything's online now."



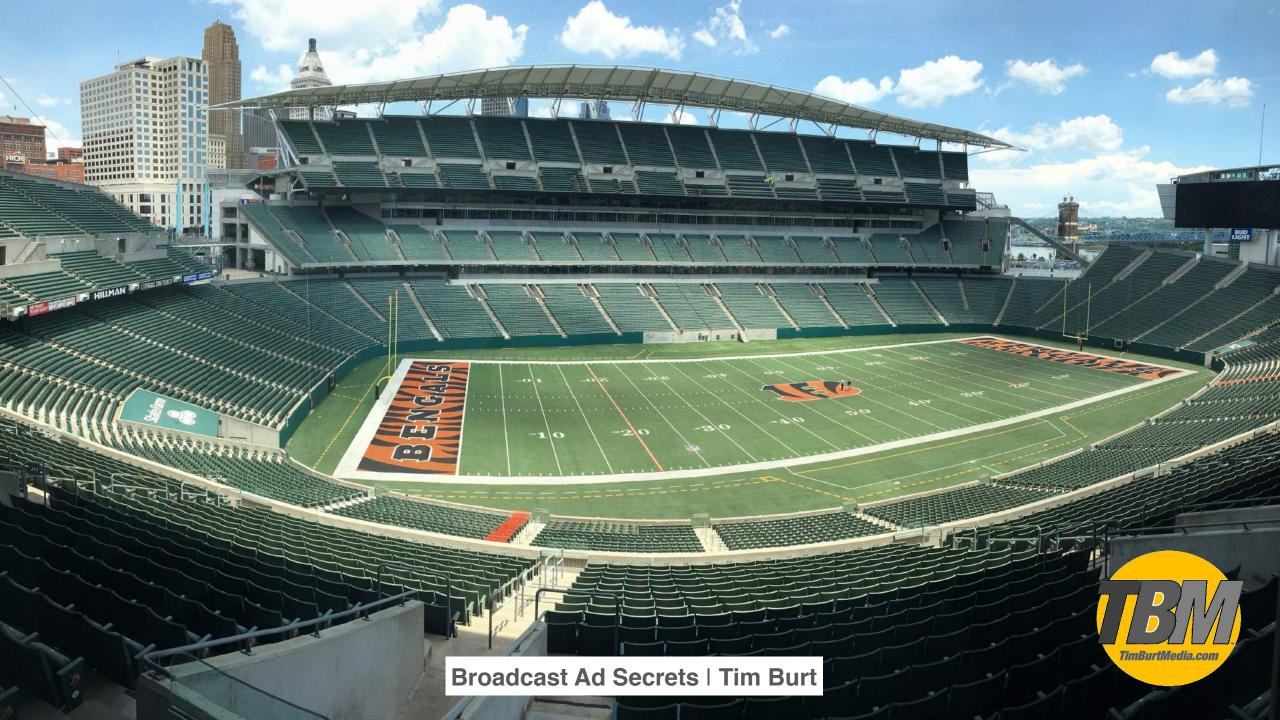
"Right now at your store...







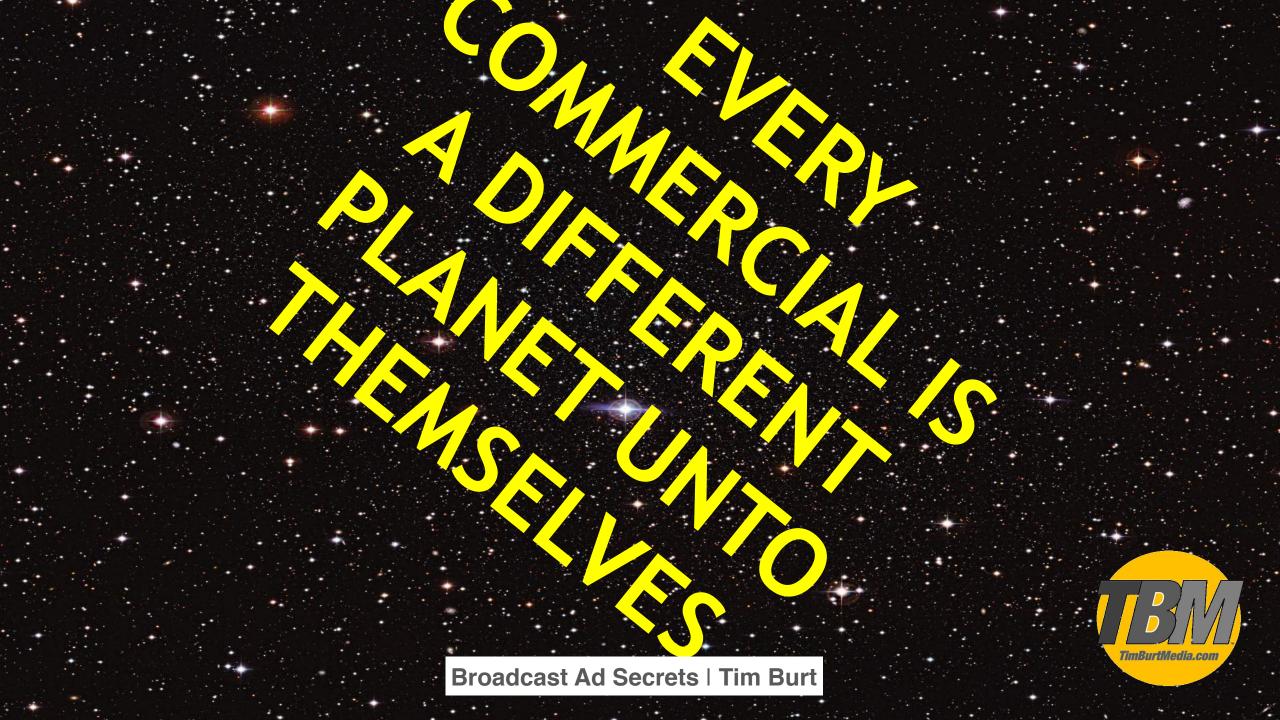
















MRITE THIS DOWN



When they are like Everyone else in the space, their money goes to waste.













WRITE THIS DOWN



MUSIC & SOUND EFFECTS MUST

SUPPORT THE SALES

MESSAGE



Myth #5 "WEBSITEAND PHONE NUMBER AND ADDRESS.



IMPORTANT



METHOD OF CONTACT.













The Three Keys that you (and your clients) must know for success...

my "three unbreakable laws of advertising."





TIM BURT'S UNBREAKABLE ADVERTISING LAW #1



ADVERTISING SOLVES PROBLEMS.





TIM BURT'S UNBREAKABLE ADVERTISING LAW #2



A COMMERCIAL IS A BUSINESS CARD, NOT A BROCHURE.





TIM BURT'S UNBREAKABLE ADVERTISING LAW #3

SEND A SIMPLE SIGNAL.



(THE AUDIENCE WILL ONLY REMEMBER THE <u>IMAGES</u> YOU CAN PAINT IN THEIR MIND.)





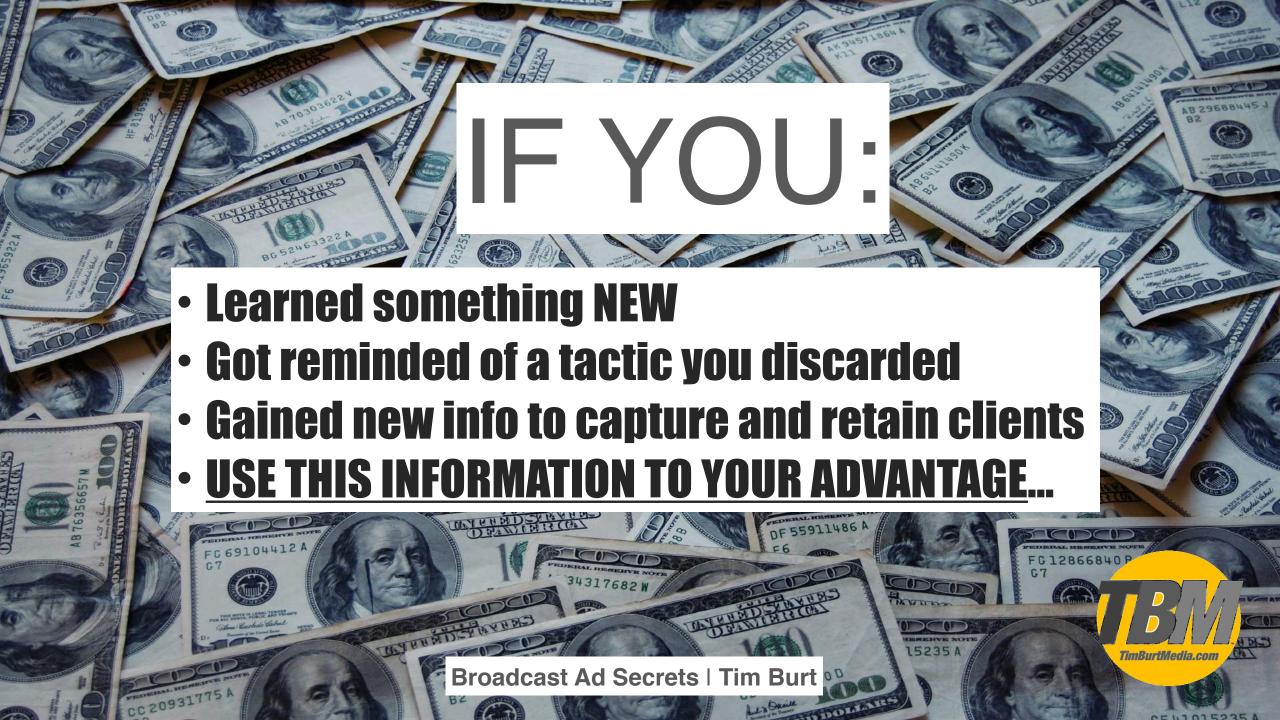
RECAP:

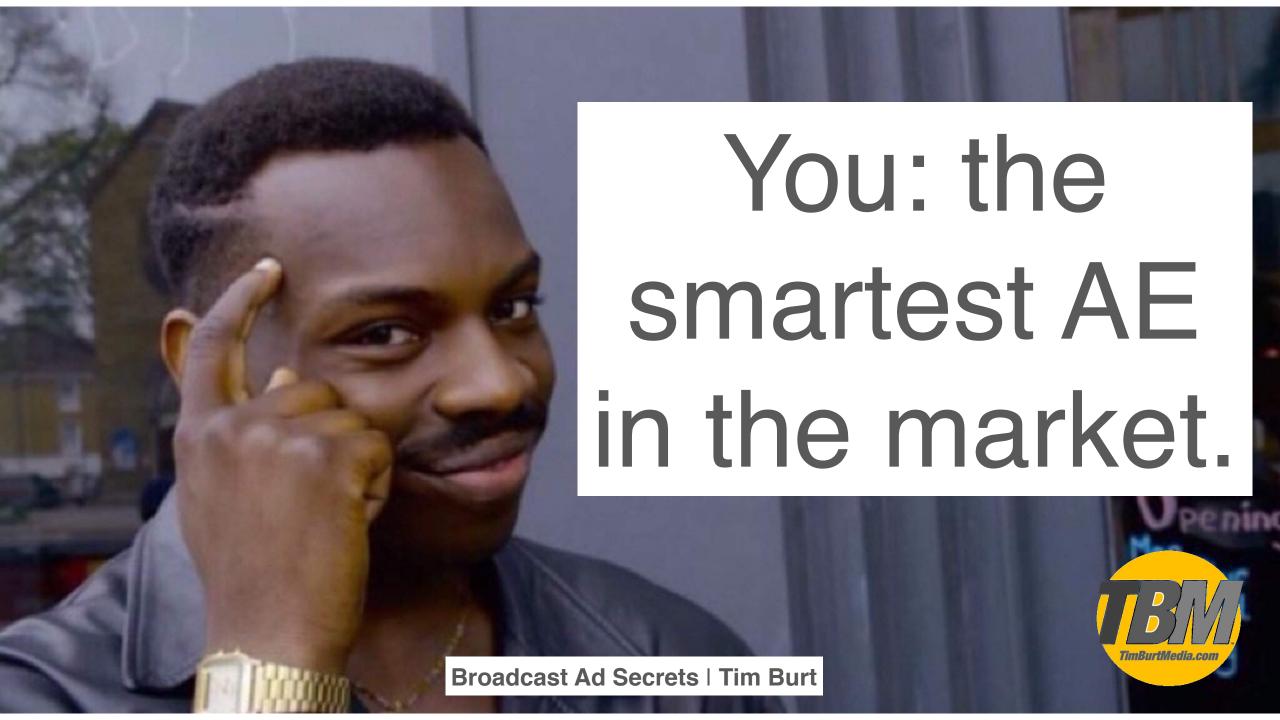
✓How I became one of the most sought-after advertising and marketing pros on the planet.

√5 broadcast advertising myths that cause you to lose clients
and make your job harder.

√3 keys to a fast start: Tim's "Three Unbreakable Laws of Advertising."









Thank you for being here!

Attendance **BONUS** just for you: *3* MORE broadcast MYTHS BUSTED!

- 1) Biz owner must "be the star" of their spot.
- 2) Spots have to "get attention."
- 3) You are your client's salesperson.

Go to this <u>hidden</u> page:

TimBurtMedia.com/Bonus