



2nd

LBS WEBINAR SERIES

TUESDAY

RE-OPENING AND DANCING AROUND COVID: TAKING YOUR CREATIVE TO NEW HEIGHTS



Presented by: **Blaine and Honey Parker**
LBS Branding Experts

THIS WEBINAR WILL BEGIN AT 12:01 ET



On-Demand Broadcast Training
And Revenue Development That Works!



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Tell us why you love LBS and have a chance to win \$100 cash*

*actually it will be a \$100 gift card but that's the same as cash!



3 EASY STEPS!

1. Click link
2. Tell us why you love LBS
3. Submit



**10 winners will receive
a \$100 gift card**

www.localbroadcastsales.com/why-i-love-lbs/



Local
Broadcast Sales

Giveaway!

Set aside 15 minutes a day for self-development



You:
**E-Learning requires strong
self-motivation and time
management skills**



**Local Broadcast Sales:
LBS instruction tends to
focus more on practice
than theory**

LBS is Your COVID Selling Headquarters

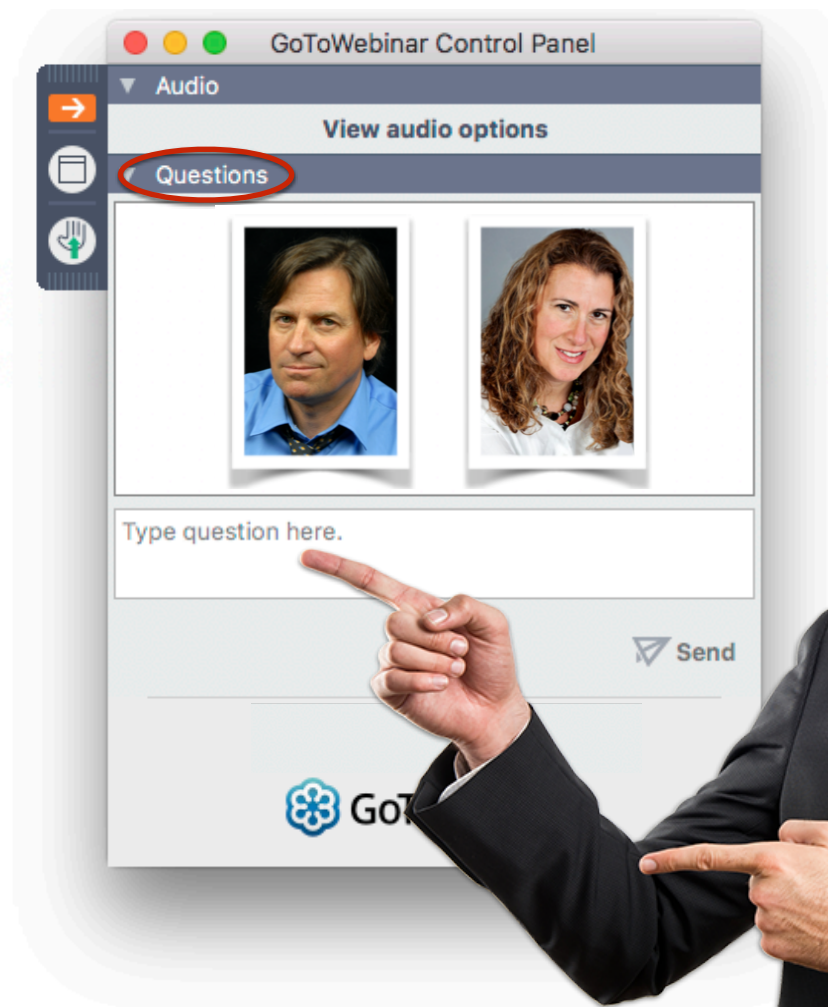
55+ brand new videos since March 16. That's roughly **THIRTEEN HOURS** of new content **BY** broadcasters and **FOR** broadcaster pros specifically designed to help your sales efforts through this pandemic.

- ✓ What's Your COVID STRATEGY?
- ✓ How to Work from the Home
- ✓ All-Star Panels and More.
- ✓ Over 150 articles discussing how key advertisers are dealing with COVID and moving forward!



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HAVE ANY QUESTIONS?





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REOPENING AND DANCING AROUND COVID...

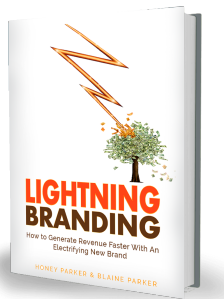
Taking your creative to new heights



THE BIG POINT

Now more than ever,
message matters

www.HitLikeLightning.com



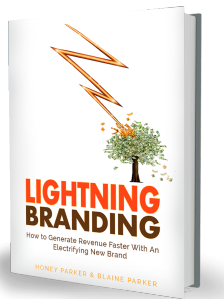


THE BIG POINT

We're going to cover:

1. The message for your client
2. The message for the client's customer

www.HitLikeLightning.com

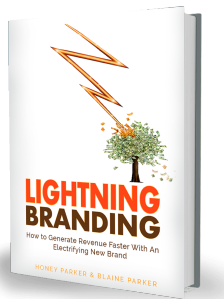




WHAT CAN YOU SAY

...to your client or prospective client?

www.HitLikeLightning.com





FORTUNES ARE MADE...

when others are scared to advertise

www.HitLikeLightning.com





UNCLE JERRY'S 3 RULES OF PROSPECTING

(and how to break them)

www.HitLikeLightning.com





UNCLE JERRY'S 3 RULES OF PROSPECTING

(and how to break them)

RULE #1: It's a numbers game.

Breakage: It's less of a numbers

game if...

www.HitLikeLightning.com





UNCLE JERRY'S 3 RULES OF PROSPECTING

(and how to break them)

RULE #2: Know your product.

Breakage: Know how to present
your product...

www.HitLikeLightning.com





UNCLE JERRY'S 3 RULES OF PROSPECTING

(and how to break them)

RULE #3: Ask everyone to buy.

Breakage: Inspire them to ask

you if they can buy...

www.HitLikeLightning.com





UNCLE JERRY'S 3 RULES OF PROSPECTING

(and how to break them)

BONUS RULE: At the end of the day, call one prospect you don't expect to close.

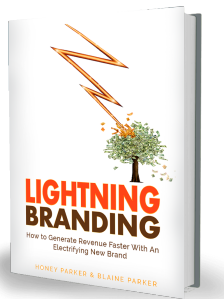
www.HitLikeLightning.com





WHAT SHOULD YOUR CLIENT'S ADVERTISING SAY?

www.HitLikeLightning.com





FIVE WAYS TO GET PAST COVID

WARNING: Avoid COVID speak

www.HitLikeLightning.com

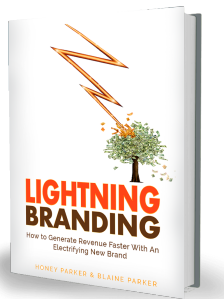




FIVE WAYS TO GET PAST COVID

1. Ignorance is bliss.
2. Subtext is your friend.
3. Do not abandon brand.

www.HitLikeLightning.com





FIVE WAYS TO GET PAST COVID

4. Don't be afraid to be human.

5. Don't be afraid to have fun with

COVID when appropriate.

www.HitLikeLightning.com





FIVE WAYS TO GET PAST COVID

Having fun with Dr. Sam's Eye Care

www.HitLikeLightning.com

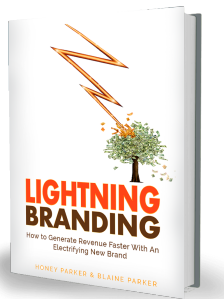




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FIVE WAYS TO GET PAST COVID

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www.HitLikeLightning.com





HOW CAN YOU WRITE BETTER COPY NOW?

1. Think about the person to whom
you're speaking.

www.HitLikeLightning.com





HOW CAN YOU WRITE BETTER COPY NOW?

2. Get ALL the info for the writer—even if the writer is you.
3. Collaborate with the writer.

www.HitLikeLightning.com

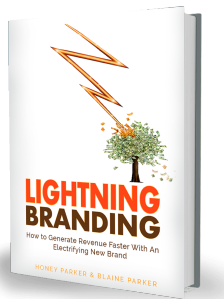




PARTING THOUGHT: BEING USEFUL SELLS

Client-centered purpose and intent make you a valuable marketing partner.

www.HitLikeLightning.com





**SEE & HEAR THE
ADVERTISING AT
www.HitLikeLightning.com**

www.HitLikeLightning.com

