



LBS WEBINAR SERIES

2nd

TUESDAY

Presented by: **Tim Burt**

LBS Creative and Marketing Expert

Tim Burt Media

25 years of broadcast, including CBS Radio

30,000+ commercials

BOOST YOUR CREATIVITY!!!

A POWERFUL MARKETING MESSAGE WILL ALWAYS BE WORTH MORE THAN THE ADVERTISING BUDGET!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Over 1,000 training videos featuring over 60 trainers –
making us the industry's leading training service!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Weekly sales ideas since every seller in your state can
always use fresh, creative ideas for their clients!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Over 3,000 relevant marketing support materials and research items updated every day and arranged by advertiser category!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



The broadcast industry's most comprehensive and well thought out sales development library!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Ask LBS - Live access to top industry minds when
unique and real sales challenges arise!



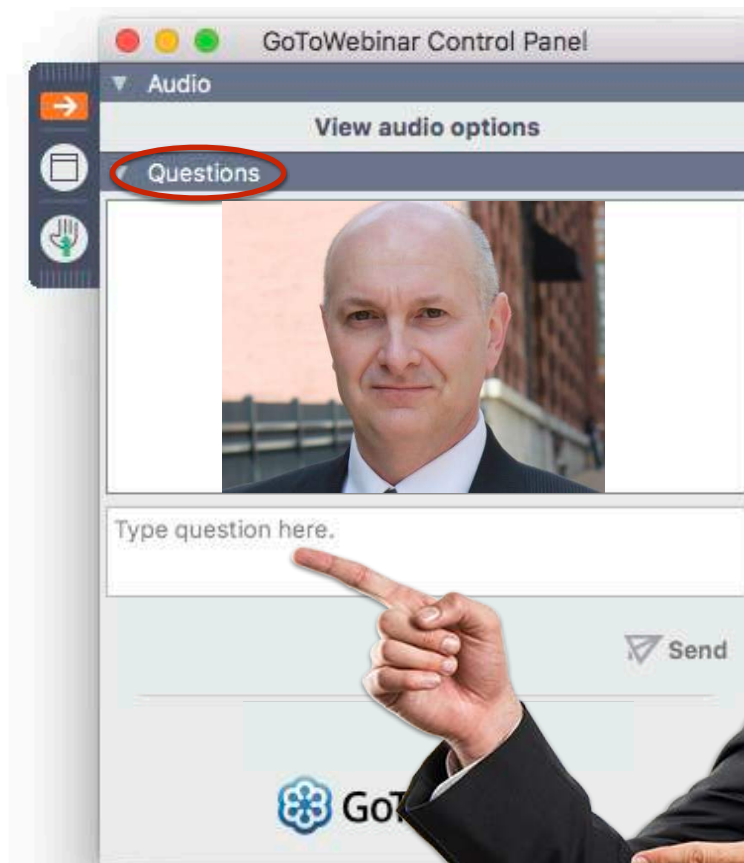
Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



The broadcast industry's favorite webinars that focus on
and provide street-ready skills!

HAVE ANY QUESTIONS?



Presented by **Tim Burt** of **MarketAnything.co**

“BOOST YOUR CREATIVITY”

(BY NOT BEING “CREATIVE”)

Tim Burt bio:

- Credited with more than 30,000 commercials & over \$50 million in sales worldwide.
- Clients include: Burger King, South African Airways, Toyota, Graybar & more
- (3x) International Award-winning author
- 25-year broadcast career (CBS Radio)
- Global marketing & messaging public speaker at events of all sizes
- Marketing consultant to businesses around the world



www.MarketAnything.co



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[@_MarketAnything](https://twitter.com/_MarketAnything)



[@_MarketAnything](https://www.instagram.com/_MarketAnything)

REAL-WORLD TRUTH #1

**IN MARKETING, IT IS NOT ABOUT
THE AMOUNT YOU SPEND.**

**IT IS ABOUT THE
MESSAGE YOU SEND.**

- Tim Burt

REAL-WORLD TRUTH #2

**Depending on the platform, you
have between 2 and 8 seconds to
get someone from “*I don’t care*”
To “**TELL ME MORE!**”**

- *Tim Burt*

REAL-WORLD TRUTH #3

**Your marketing message will
ALWAYS be worth more than
your (or your client's) ad buy.**

- *Tim Burt*

QUESTIONS...

- Are you **tired of wasting money** on ads that get **zero results**?

QUESTIONS...

- Are you **tired of wasting money** on ads that get **zero results**?
- Do you want to **learn how to create a message** that you can use for the next 10, 20, 30, 70 years?

QUESTIONS...

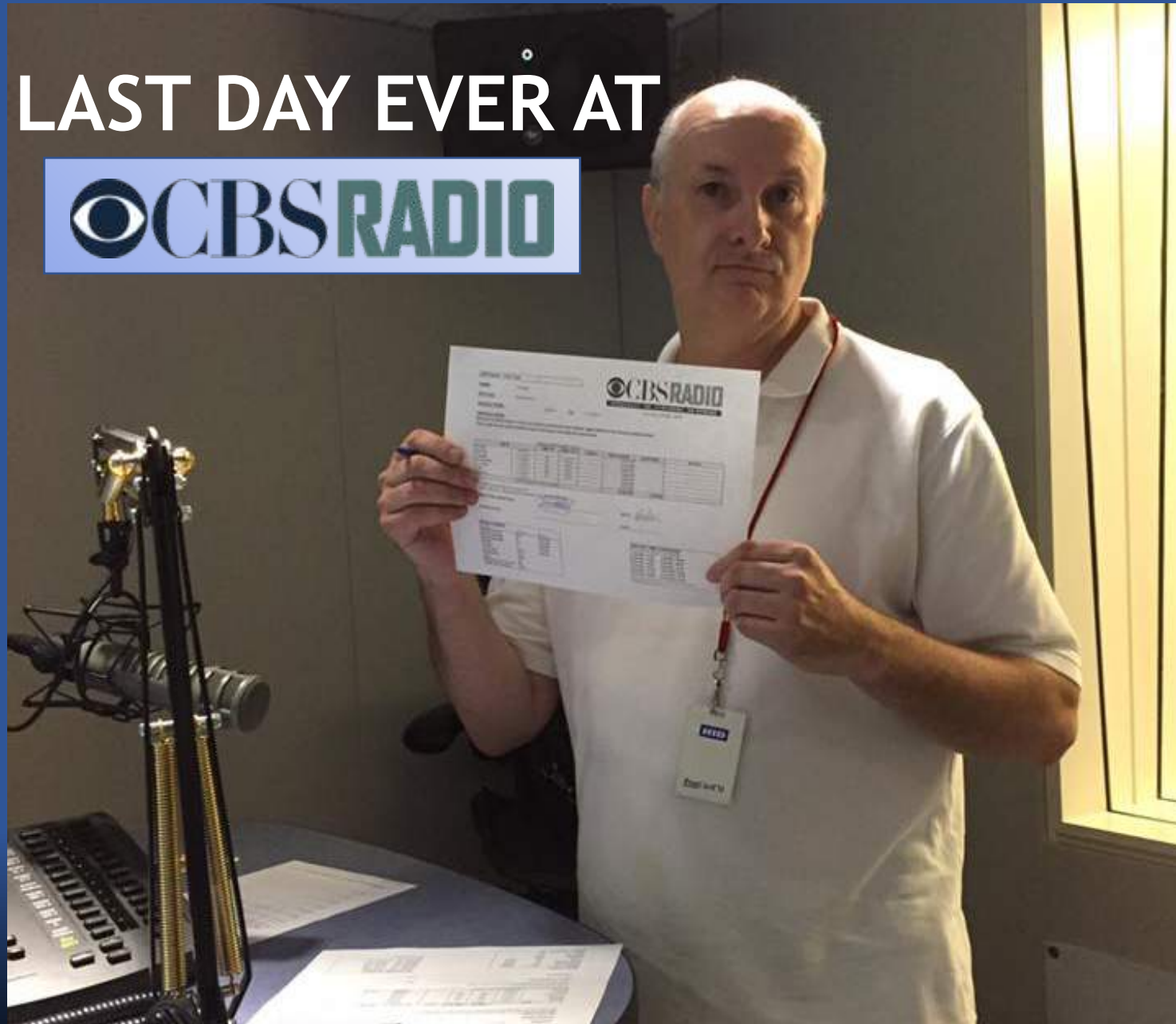
- Are you **tired of wasting money** on ads that get **zero results**?
- Do you want to **learn how to create a message** that you can use for the next 10, 20, 30, 70 years?
- How'd you like the public **think of your business first** so they're more inclined to **buy from you**?

Here's what you get right now:

- You'll Learn More About My Qualifications & Background
- We'll **Bust 5 Marketing and Messaging Myths** You've Been Led To Believe By Others That Cause You To Lose Clients & Make Your Job Harder
- **Three Powerful Keys** To Creating A Message That **SELLS** for **YOU** and your clients.

LAST DAY EVER AT

 CBS RADIO



The advertising expert with more than 30,000 commercials worldwide reveals how to ignite your business with...

HIGH PERFORMING ADS

HOW TO GET THE BIGGEST BANG FOR YOUR ADVERTISING BUCK

TIM BURT



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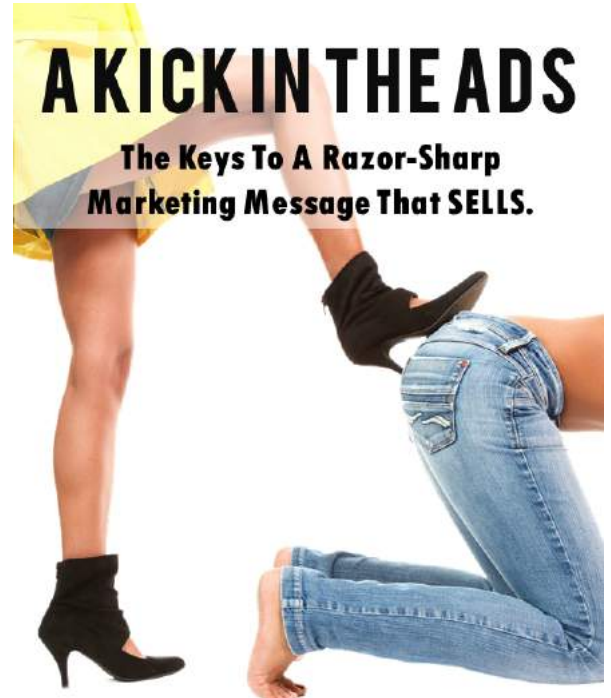
From the author of "High Performing Ads" and credited with more than 30,000 commercials worldwide

Inside A Buyer's Mind

Moving your potential customer from short-term memory to long-term success.

"If they don't remember your business, *how - and why -* would they ever buy from you?"

TIM BURT



A KICK IN THE ADS

The Keys To A Razor-Sharp Marketing Message That SELLS.

"If you're ready to take your business and life to higher levels and sustain continuous growth and improvement, then you must work with my friend Tim."

- James Mellechuk
Featured on ABC's hit TV show
"Secret Millionaire"

TIM BURT

KARACHI, PAKISTAN – January 25-30, 2019



JOHANNESBURG & MAPUTO, MOZAMBIQUE, February 2019



MY MARKETING MESSAGE?

I make commercials that make money.

- Tim Burt



Google Maps



A SUCCESSFUL ADVERTISING CAMPAIGN IS MADE UP OF THREE PARTS:

- **EFFECTIVE MESSAGE +**
- **CONSTANT AND RELENTLESS REPETITION &**
- **DELIVERED TO THE RIGHT AUDIENCE**

Get your message right, and a powerful ad campaign will do three things for you

- 1. Provides clarity in the mind of the audience (reinforces or introduces your position)**
- 2. Makes YOUR business top-of-mind**
- 3. COMPRESSES TIME in the buying cycle**

MARKETING & MESSAGING MYTH #1

**“Not every message
is a commercial.”**


www.MarketAnything.co





MARKETING & MESSAGING MYTH #2

**“Conventional wisdom
will make me rich!”**



A photograph of a person in a grey suit and orange patterned tie shaking hands with another person. The background is a plain, light color.

MARKETING & MESSAGING MYTH #3

~~People are
cheap or broke~~



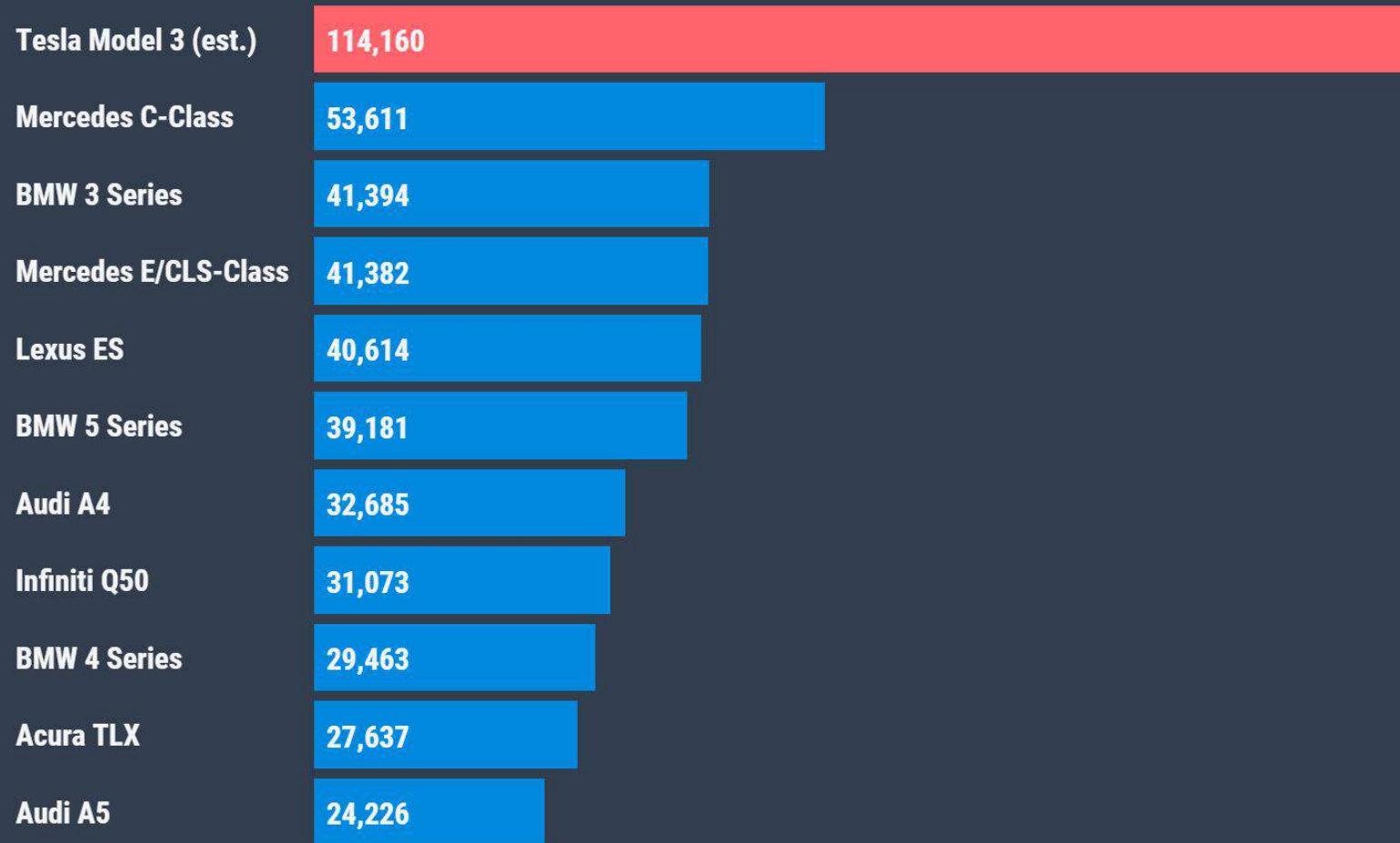
VS.





Small & Midsize Luxury Cars in USA

January–November 2018 Sales





VS.



MARKETING & MESSAGING MYTH #4

I have to talk about
EVERYTHING I have!

How to
MARKET ANYTHING

MARKETANYTHING.CO

Walmart





amazon

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. A yellow arrow curves underneath the letters, starting from the bottom of the 'a' and pointing towards the 'z'.

MARKETING & MESSAGING MYTH #5

**I must change
my message often**





STATE FARM



INSURANCE





BONUS FACT (write this down)

**The strength of Your message is
Directly tied to your r.o.i.**

- *Tim Burt*

**TIM'S
THREE KEYS TO CREATING
AN EFFECTIVE MESSAGE
THAT SELLS**



TIM'S "MESSAGE THAT SELLS" KEY #1

FIRST, OR

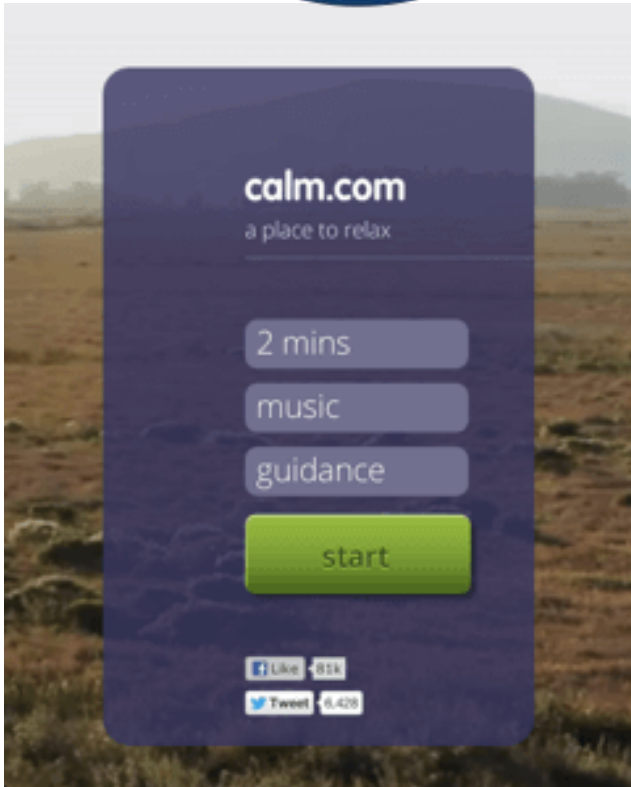
DIFFERENT



. And

_____.

SUCCESS





COWSPRAYER.COM

TIM'S "MESSAGE THAT SELLS" KEY #2

STATE YOUR CASE.

Make your promise and plant your flag.



Action verbs and highly descriptive words are critical:



Action verbs and highly descriptive words are critical:



Action verbs and highly descriptive words are critical:



Action verbs and highly descriptive words are critical:



The Las Vegas Sign
Photo by: Ashley Mikusa



NOVARE MATOLA MALL - ENTRANCE 2



TIM'S "MESSAGE THAT SELLS" KEY #3

Solve their problem



- Show the outcome in advance
- Your audience only remembers the images you can paint in their mind

**SHOW THE OUTCOME IN ADVANCE.
DIRECT AND RELENTLESS.**



**SHOW THE OUTCOME IN ADVANCE.
DIRECT AND RELENTLESS.**

The logo for Indeed, featuring a blue arc above the letter 'i' and the word 'indeed' in a bold, blue, sans-serif font.

indeed

**SHOW THE OUTCOME IN ADVANCE.
DIRECT AND RELENTLESS.**



**SHOW THE OUTCOME IN ADVANCE.
DIRECT AND RELENTLESS.**



**SHOW THE OUTCOME IN ADVANCE.
DIRECT AND RELENTLESS.**



BOTTOM LINE:



**“I’m just
looking”**





- You know my qualifications
- I busted five marketing & messaging myths for you
- Gave you three keys to marketing & messaging success



WHEN YOUR MARKETING MESSAGE IS ROCK SOLID...

- **AVOID** the **#1 MISTAKE EVERYONE MAKES** when marketing!
- Small adjustments will equal **BIG RESULTS for YOU!**
- You'll **SAVE** an **ENORMOUS** amount of **TIME, ENERGY,** and **WASTED MONEY!**

Don't keep doing this



**DO
THIS!!**



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