



LBS WEBINAR SERIES

# 2nd

TUESDAY

**Presented by: Tim Burt**  
LBS Creative and Marketing Expert

# REOPENING DOORS WITH INNOVATION AND CREATIVITY



**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!

# B.E.S.T.

Broadcast **E**ssentials for **S**elling **T**oday

- ✓ DAILY REMINDERS
- ✓ YOUR TIME TABLE
- ✓ DIRECT ACCESS TO LBS PROS
- ✓ NO ADDITIONAL COST, NO LIMIT OF PARTICIPANTS
- ✓ THE ENTIRE LBS SITE IS AVAILABLE TO YOUR NEW HIRES



# LBS is Your COVID Selling Headquarters

**40+** brand new videos since March 16. That's roughly **NINE 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 100 articles discussing how key advertisers are dealing with COVID and moving forward!

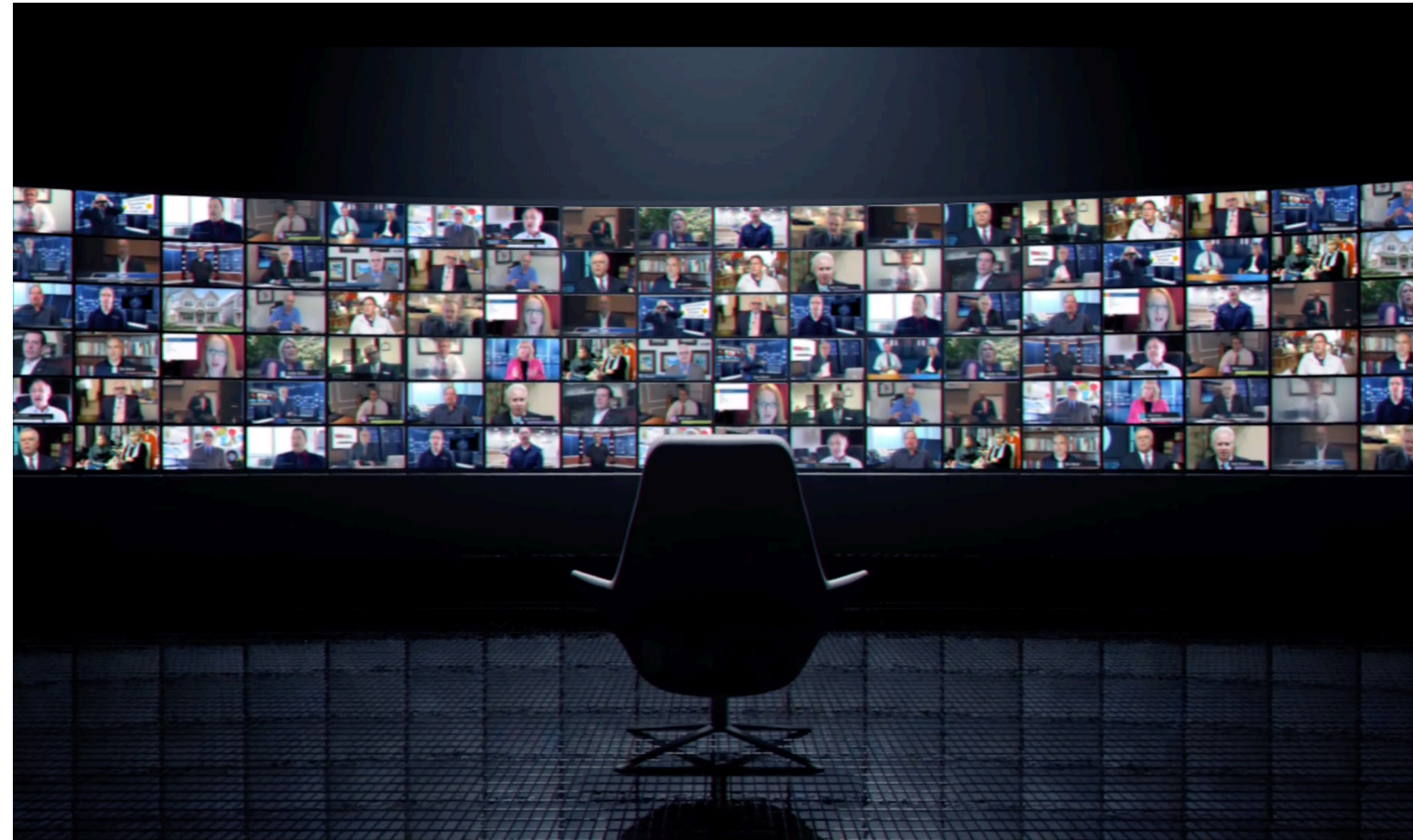


On-Demand Broadcast Training  
And Revenue Development That Works!



**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!



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



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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!

- ADVERTISER INTERVIEWS
- APPAREL
- ASK LBS
- AUTOMOTIVE
- DIGITAL MEDIA
- ELECTRONICS
- EMPLOYMENT
- ENTERTAINMENT
- FURNITURE
- GROCERY
- HEALTH CARE
- HOME IMPROVEMENT
- JEWELRY
- MEDIA
- REAL ESTATE
- RESTAURANTS
- RETAIL
- TELECOM
- TRAVEL



### Sales 101

LBS' quick start series for new broadcasters and veterans who would like a refresher!



### The BEST Program

Broadcaster Essentials for Selling Today  
Specifically for new broadcast reps!



### Sales Ideas

Need a creative boost or some fresh ideas? This section of LBS is loaded with them!



### Webinar Registration

Sign yourself or your team up for the next LBS 2nd Tuesday webinar and see past ones right here!



### Ask LBS

Got questions? Put our experienced team to work for you! They've been there and done that!



### For Sales Meetings

Great content for your next sales meeting. Just hook up to a projector and go!



## Tempur Sealy begins opening its network of domestic retail stores

Furniture

LEXINGTON, Ky. – Tempur Sealy International is welcoming customers and associates back to...

[READ MORE](#)



## Mattress retailers adapting in COVID-19 world

Furniture

HIGH POINT – As mattress stores around the country reopen, retailers are facing a new...

[READ MORE](#)



## Residential furniture orders dive 29% in March: Smith Leonard

Furniture

Photo by Smith Leonard HIGH POINT, N.C. – As expected, the COVID-19 pandemic impacted new...

[READ MORE](#)





**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!

# QUESTIONS?



GoToWebinar Control Panel

Audio

View audio options

Questions

Type question here.

Send

GoToWebinar

The image shows a screenshot of the GoToWebinar Control Panel interface. The 'Questions' tab is highlighted with a red circle. Below the tab is a text input field with the placeholder text 'Type question here.' and a 'Send' button with a paper plane icon. The GoToWebinar logo is visible at the bottom of the panel.



Local Broadcast Sales presents:

**REOPENING DOORS  
WITH INNOVATION  
AND CREATIVITY**

Presented by Tim Burt



**MAKE A BETTER OFFER (or someone else will!)**

Presented by Tim Burt for LBS

## My **PROMISE** to **YOU**:

If you follow along and participate, by the end of this webinar, **you'll know how to create a simple offer** that can help your **clients sell more, faster, and easier** than they may be doing now.

And it will have come from **YOU**.

# WARNING!

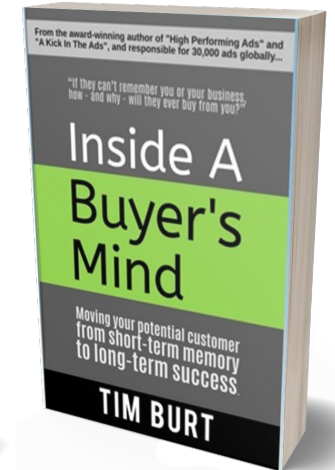
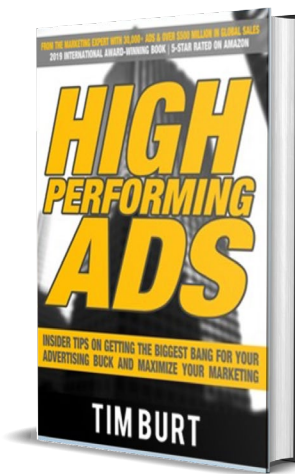
WHAT THIS REQUIRES FROM YOU:

- 1) A +/- 20-minute fact-finding mission online.
- 2) A tiny bit of data from your client.
- 3) Some imagination (I will help you with this)
- 4) The GUTS to present it.

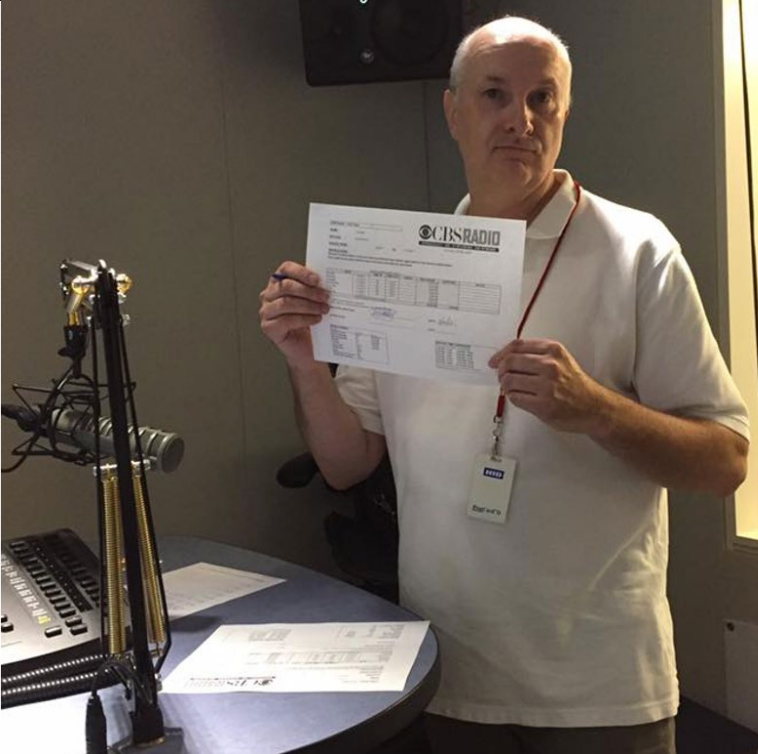
# DISCLAIMER:

- 1) I am making NO guarantees of ANY kind.
- 2) A low risk / high reward proposition.
- 3) Can be FUN! (imagine that...).
- 4) Might just make your GSM happy.





- More than 30,000 ads, over \$500 million in global sales
- 25 years in radio, 16 of those with CBS Radio in St. Louis
- Write and produce 300+ ads per year





**SPECIAL OFFER**

The image features a central text element "SPECIAL OFFER" in a bold, red, sans-serif font. The text is contained within a white rectangular area that is framed by a red border. Above and below this central area are two identical red starburst or sunburst graphics, each consisting of five sharp, triangular points radiating from a central point. The entire graphic is set against a plain white background.



**“OFFER”** in this context means:  
A limited time sale, subscription,  
a BOGO, download, etc.

**A PROMISE that only YOUR  
CLIENT can deliver.**

Something that their  
competition **cannot or will not**  
**do** (for whatever reason).

# WHY IS THIS IMPORTANT?

Time compression,  
Instant communication,  
Instant gratification.



**NO OFFER =**

**NO**



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**WE ALWAYS WANT  
TO PUT OUR CLIENTS  
ON THE FASTEST  
PATH TO THE CASH,  
REGARDLESS OF  
THEIR NICHE.**





Visit our  
showroom,  
website,  
etc. doesn't  
cut it today.

IN 2021,  
PEOPLE  
EXPECT  
MORE.

They WILL  
go elsewhere  
to get it.



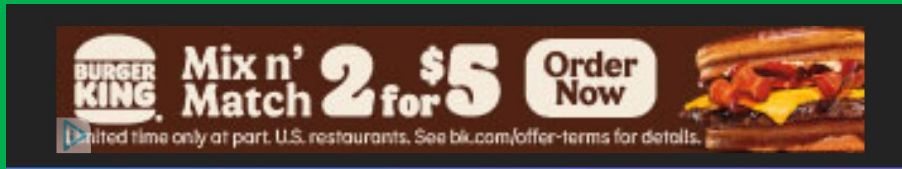


# TWO TYPES OF OFFERS YOUR CLIENTS CAN MAKE:

**BUY SOMETHING**

# TWO TYPES OF OFFERS YOUR CLIENTS CAN MAKE:

## BUY SOMETHING



**BURGER KING** Mix n' Match **2 for \$5** **Order Now**

limited time only at part. U.S. restaurants. See [bix.com/offer-terms](http://bix.com/offer-terms) for details.



**Oil & Filter Change Service**  
*Toyotas Only - Excludes Scion*

**\$49.95**

*Up to 5 quarts, new filter and lubricate chassis (when applicable)*



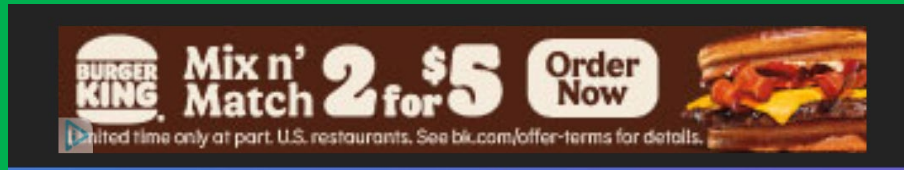
*starts today!*

**BOGO**  
**BUY ONE. GET ONE**  
**1/2 OFF**

Buy one item, get a second item of equal or lesser value for half price\*

# TWO TYPES OF OFFERS YOUR CLIENTS CAN MAKE:

## BUY SOMETHING



An advertisement for an oil and filter change service. On the left, a person's hands are shown working on a car engine. The text reads: 'Oil &amp; Filter Change Service', 'Toyotas Only - Excludes Scion', and a large price of '\$49.95'. Below the price, it says 'Up to 5 quarts, new filter and lubricate chassis (when applicable)'.

An advertisement for a 'BOGO 1/2 OFF' promotion on shoes. It shows three pairs of shoes: black, colorful, and red. The text says 'starts today!', 'BOGO BUY ONE GET ONE 1/2 OFF', and 'Buy one item, get a second item of equal or lesser value for half price\*'. The background is white with red and blue text.

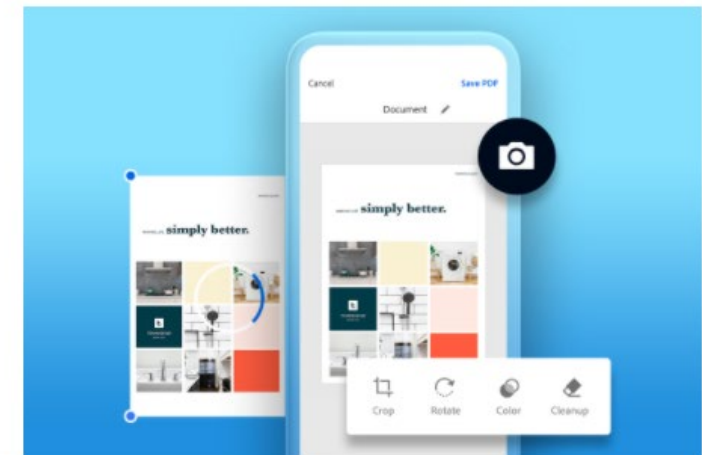
## DO SOMETHING



## Scan in a snap.

Take a picture of any document with your phone to turn it into a PDF. Add comment, scan and sign digitally, and say goodbye to piles of paperwork.

Get started

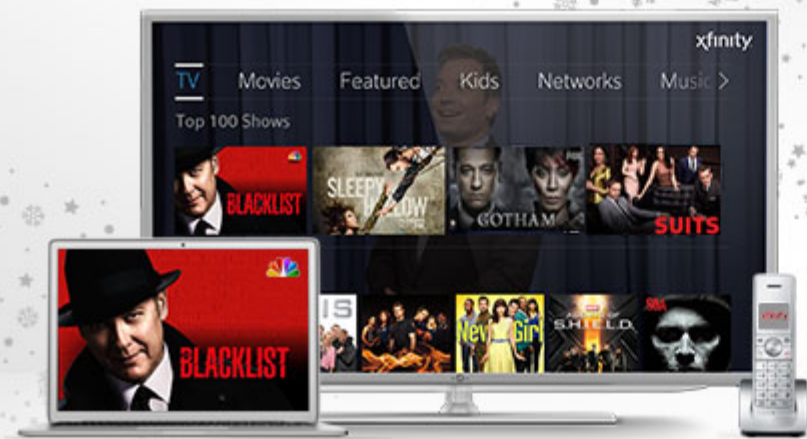


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**WHAT DOES  
YOUR CLIENT'S  
*CORE  
CUSTOMER  
REALLY WANT?***

A tropical beach scene with a wooden pier leading to a sandy island with palm trees under a clear blue sky. The pier is made of weathered wooden planks and extends from the foreground into the turquoise water. The island in the background is covered in lush green palm trees and has a white sandy beach. The sky is a clear, vibrant blue.





The Blacklist available at xfinity.com/tv

# This new year SAVE BIG

with this online exclusive!

For a limited time, get a \$200 Visa® Prepaid Card when you bundle TV, Internet + Voice from Comcast.

— XFINITY® X1 Triple Play —

~~\$89.99~~ **\$79.99** a month / 12 months + 

[Start shopping](#)

## TV + Internet + Voice

from

# \$99.97

/mo for 12 mos\*

## Offers & Bundles

### STARTER INTERNET + PHONE

**\$99.90**  
/mo

With 2-yr agreement

[ORDER ONLINE](#)

[Pricing & Other Info.](#)

**Starter Internet**  
25 Mbps download speed. Complete online tasks faster.

**Business Phone**  
With Voice Mobility, one number rings your desk & cell phone. Keep your existing number. Includes unlimited local and long distance calling.

[See Voice Mobility Features →](#)

### BUSINESS INTERNET 75 + PHONE

**\$129.90**  
/mo

With 2-yr agreement

[ORDER ONLINE](#)

[Pricing & Other Info.](#)

**BUSINESS INTERNET 75**  
75 Mbps download speed. Download large files quickly.

**Business Phone**  
With Voice Mobility, one number rings your desk & cell phone. Keep your existing number. Includes unlimited local and nationwide long distance calling.

[See Voice Mobility Features →](#)

### BUSINESS INTERNET 150 + PHONE

**\$169.90**  
/mo

With 2-yr agreement

[ORDER ONLINE](#)

[Pricing & Other Info.](#)

**BUSINESS INTERNET 150**  
150 Mbps download speed. Collaborate online with multiple users.

**Business Phone**  
With Voice Mobility, one number rings your desk & cell phone. Keep your existing number. Includes unlimited local and nationwide long distance calling.

[See Voice Mobility Features →](#)



- A better deal
- bigger bundle
- cheaper price
- faster delivery
- a healthier alternative to fast food
- the app does something different and better
- etc.

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**WHAT DOES  
YOUR CLIENT'S  
*CORE*  
*CUSTOMER*  
*REALLY WANT?***

# Hello

my name is

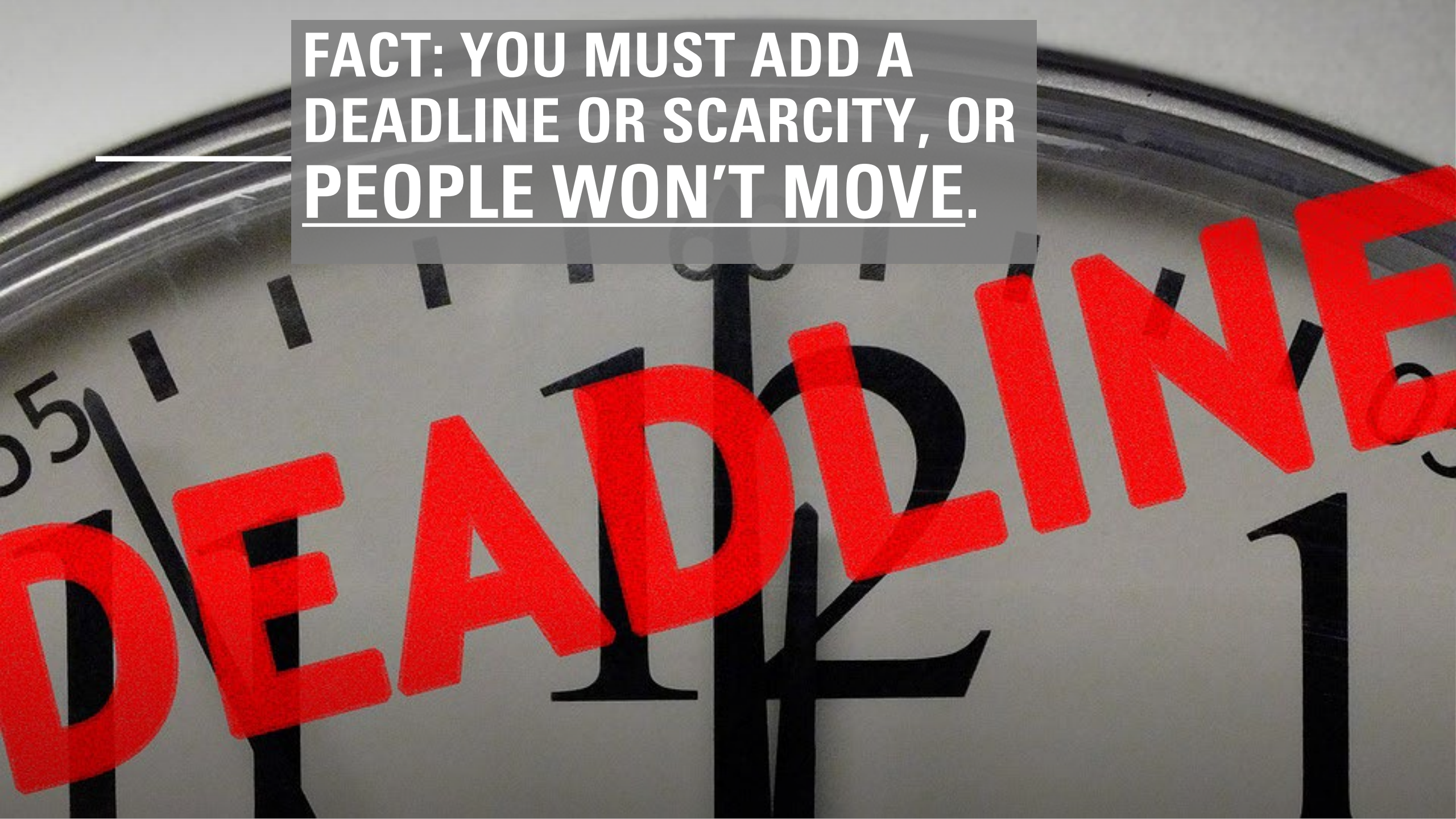
- Makes a promise
- Shows the result in advance
- Easy for audience to grasp



# Hello

my name is

- \$20 Gameday Pizza & Wings Platter
- Push, Pull, or Drag Trade-In Event
- \$49 New Patient Cleaning & X-Ray



**FACT: YOU MUST ADD A  
DEADLINE OR SCARCITY, OR  
PEOPLE WON'T MOVE.**

**DEADLINE**

# WHAT DOES THE CORE AUDIENCE WANT?

## BUY SOMETHING

Transactional:

Retail, restaurants,  
e-com, etc.

(KFC, ISP examples)

## DO SOMETHING

Holds their hand, and a  
first step:

Download, test drive, trial  
subscription to a service,  
etc.



**CONGRATS!**

\*\*\*\*\*

# 01 RECON

Find a hole in the market  
and fill it.

The Basic  
Offer  
process:

The Basic  
Offer  
process:

**01** RECON

Find a hole in the market  
and fill it.

**02** CRAFT &  
NAME

What does their core  
audience really want?  
What's it called? Deadline?

The Basic Offer process:

**01** RECON

Find a hole in the market and fill it.

**02** CRAFT & NAME

What does their core audience really want? What's it called? Deadline?

**03** GET DATA

Does it make financial sense?

The Basic Offer process:

**01** RECON

Find a hole in the market and fill it.

**02** CRAFT & NAME

What does their core audience really want? What's it called? Deadline?

**03** GET DATA

Does it make financial sense?

**04** NDA

Don't let them steal it from you!



# DISCLAIMER:



## **Do not rely on this site for legal advice**

You must not rely on the information on this website as an alternative to legal advice from your attorney or other professional legal services provider.

If you have any specific questions about any legal matter you should consult your attorney or other professional legal services provider.

# On the Run at Mobil just got Serious-er about its St. Louis Cardinals Promotion



On the Run at Mobil, Neighbor  
Posted Fri, Mar 30, 2012 at 8:55 pm CT

Like 0

Share



Reply



On the Run at Mobil just got Serious-er about its St. Louis Cardinals Promotion.

WRITING THE OFFER AD RULE #1:

AN OFFER IS A DEDICATED  
CAMPAIGN... NOT AN AFTERTHOUGHT.

# WRITING THE OFFER AD RULE #1:

AN OFFER IS A DEDICATED  
CAMPAIGN... NOT AN AFTERTHOUGHT.

A GREAT OFFER IS THE STAR of the  
ad, not a hurried "cram this in" tag.

# WRITING THE OFFER AD RULE #2:

ONLY TALK ABOUT BENEFITS & HOW TO GET IT.

No "family owned," "conveniently located" garbage.

Through Sunday through 5pm at any Jim's Auto Center, for only \$49, you'll get a conventional oil change, tire rotation, and complete fluid and brake check in 60 minutes or less. It's our... "\$49 1-HOUR PERFORMANCE PROMISE." Schedule now at [JimsAuto.com](http://JimsAuto.com)

# Crème De La Crepe Pasadena, California



# FOR SERIOUS SHOPPERS ONLY

Black Friday is for serious shoppers. You think just anybody would put their life on hold for an insane deal on computers, toys, or a TV?

HECK NO.

Creme De La Crepe of Pasadena salutes these retail warriors. The marathon consumers who brave the elements in search of a great deal.

Just like an auto race, those drivers need a pit stop. They need a crew to maintain and refuel the car so they can keep going.

This Black Friday, **Creme De La Crepe of Pasadena** is your “pit stop” while you’re bolting from store to store.

Simply bring this sheet to **Creme De La Crepe of Pasadena** “pit stop” for a free crepe dessert and cup of Lavazza coffee.

No strings attached...nothing else to buy.

Meet other savvy Black Friday shoppers just like you.

Get the scoop on the crazy deals still available elsewhere.

And enjoy a scrumptious crepe dessert and a cup of Lavazza coffee from Creme De La Crepe of Pasadena absolutely free.

**Creme De La Crepe  
of Pasadena**

**Google Map QR Code:**

**36 W. Colorado Blvd  
Old Pasadena, CA 91105**

**(626) 844-0007**

This is the actual  
letter that was  
handed out:

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**(626) 844-0007**




## THE RESULT:

**500** handed out on Black Friday.

**30%** return on first letter = **150 new people that day**

**30%** return on second letter within **14 days**  
= **45** repeat customers

\*Results not typical. I have no idea how much your client could make or lose if they ran this promotion.



STORMLAKEradio ))) presents

**HyVee**

*Santa  
Hotline*

Kids, leave a voicemail for  
Santa, and you might hear  
yourself on the radio!

Parents, please call:

**712-600-4504**

**As I promised you earlier, if you followed along, you now have the tools to create a simple offer for your clients that nobody else will bring them.**

**Or you'll be able to help them refine their current offers to make them more effective.**

Create an offer anywhere, anytime, for any client.  
Download "Tim's How to Create an Offer Cheat Sheet"

[MarketingWithTim.com/LBS](https://MarketingWithTim.com/LBS)

Want to create more potent and eye-catching offers? Learn even more simple (and powerful) tactics on a [LIVE ZOOM call with me tomorrow night](#).

8 pm Eastern / 7 Central / 6 Mountain / 5 p.m. Pacific. Space is limited.

Register at [MarketingWithTim.com/LBS](https://MarketingWithTim.com/LBS).



zoom