

**“I Was In The Right Place, But It
Must Have Been The Wrong Time”**

(Thank You Dr. John!)

***Using a Calendar To Write More
Long Term Business***

Mark Levy 972-522-8570 MARK@RDRToday.com

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www.RDRtoday.com



Mark Levy, President

Revenue Development Resources

If I can answer any questions or be a resource for you, please contact me:

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- Management Consultation



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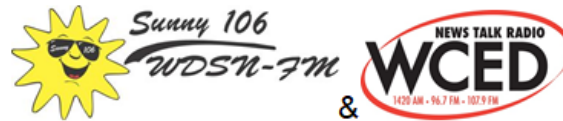
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DEVELOPMENT
RESOURCES
MAKING DOLLARS AND SENSE FOR MEDIA

Year-long ad planners are great handouts and frankly, great sales tools for your sales team.

1. Print the Advertising Planner cover, customized for your station



Present . . .



Your Year 20__ -20__

Ad Planner

Station Address Phone and Email

2. Print the Calendar template PDF (it goes out to 2025)

February 2017
Monthly Ad Planner

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday																																																																																										
		1	2  Groundhog Day	3	4	5																																																																																										
		6	7	8	9	10	11																																																																																									
12  Lincoln's Birthday	13	14  Valentine's Day	15	16	17	18																																																																																										
19	20  President's Day	21	22  Washington's Birthday	23	24	25																																																																																										
26	27	28	<table border="1" style="display: inline-table; margin-right: 10px;"> <caption>Jan 2017</caption> <tr><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td><td>S</td></tr> <tr><td></td><td></td><td></td><td>1</td><td></td><td></td><td></td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr> <tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr> </table> <table border="1" style="display: inline-table;"> <caption>Mar 2017</caption> <tr><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td><td>S</td></tr> <tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr> <tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr> <tr><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td><td></td></tr> </table>		M	T	W	T	F	S	S				1				2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						M	T	W	T	F	S	S			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
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3. You will want to print the Monthly Advertising Planner Template too, BUT before you do, look at each page and if you know of a big sales event or promotion you will be doing, put that on the list.

February Advertising Planner

Special Events	SPORTS EVENTS	Other Events
Valentine's Day	Pro Bowl	Chili Opens
	NBA	
	NHL	
	College Hoops	

February Bonus Offer!
Receive 10 Sponsorship Mentions When You Run 50 Commercials In A Week!




Now, you have one big pile of paper right? Well, we're going to turn that into something useful, using our double-sided copier. On the back of the cover, you want to print the calendar page (Calendar Template) of January. On the back of the January Monthly Advertising planner, you want to print the calendar page (Calendar Template) of February, and so on. I would do it through at least the next 13 months.

The “Calendar Tool” picture will show you what it should look like when both pages are open, and by the way, you can change the bottom half of your monthly ad planner to say anything you want, because it is just a Word file.

If You Want Long Term Biz . . .

February 2017

Monthly Ad Planner

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
		1	2  Groundhog Day	3	4	5		
		6	7	8	9	10	11	12  Lincoln's Birthday
		13	14  Valentine's Day	15	16	17	18	19
		20  President's Day	21	22  Washington's Birthday	23	24	25	26
		27	28					

Jan 2017

M	T	W	T	F	S	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Mar 2017

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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February Advertising Planner






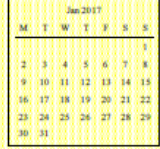
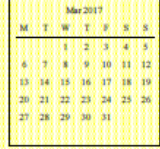
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Receive 10 Sponsorship Mentions When You Run 50 Commercials In A Week!

Reduce Cancellations

February 2017

Monthly Ad Planner

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2  Groundhog Day	3	4	5
6	Lincoln's Birthday Sale 50 24 hr = 30" commercials					12  Lincoln's Birthday
13	14  Valentine's Day	15	16	17	18	19
20  President's Day	21	22  Washington's Birthday	23	24	25	26
27	28	 				

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When 1 month falls off,
the next is added on!

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