



2nd

TUESDAY

Tim Burt
LBS Creative Expert

HOW TO WRITE A “CREATIVE” SPOT IN MINUTES — EVEN IF YOU’RE A NEWBIE

THIS WEBINAR WILL BEGIN AT 12:01 ET





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HOW TO WRITE A “CREATIVE” SPOT IN MINUTES — EVEN IF YOU’RE A NEWBIE





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KARISMA

WE ASKED THE QUESTIONS YOU WOULD ASK

To give you some answers during these uncertain times.

Do you Plan to shop Clothing Stores over the next 3 months?

18,828

Said Yes

Out of the 36,000 households in the LBS market area

52.3% plan to shop Clothing Stores over the next 3 months

Together, let's find some ideas to get you more customers.

We asked about specific buying plans over the next 90 days to give you some ideas

We asked about these categories	results	opportunity	select
Outerwear	5.3%	1,908 households	<input type="radio"/>
Scarves	1.8%	648 households	<input type="radio"/>
Women's Shoes	29.2%	10,512 households	<input type="radio"/>
Handbags	7.3%	2,628 households	<input type="radio"/>
Women's Apparel	44.1%	15,876 households	<input type="radio"/>

Would you like to know more?

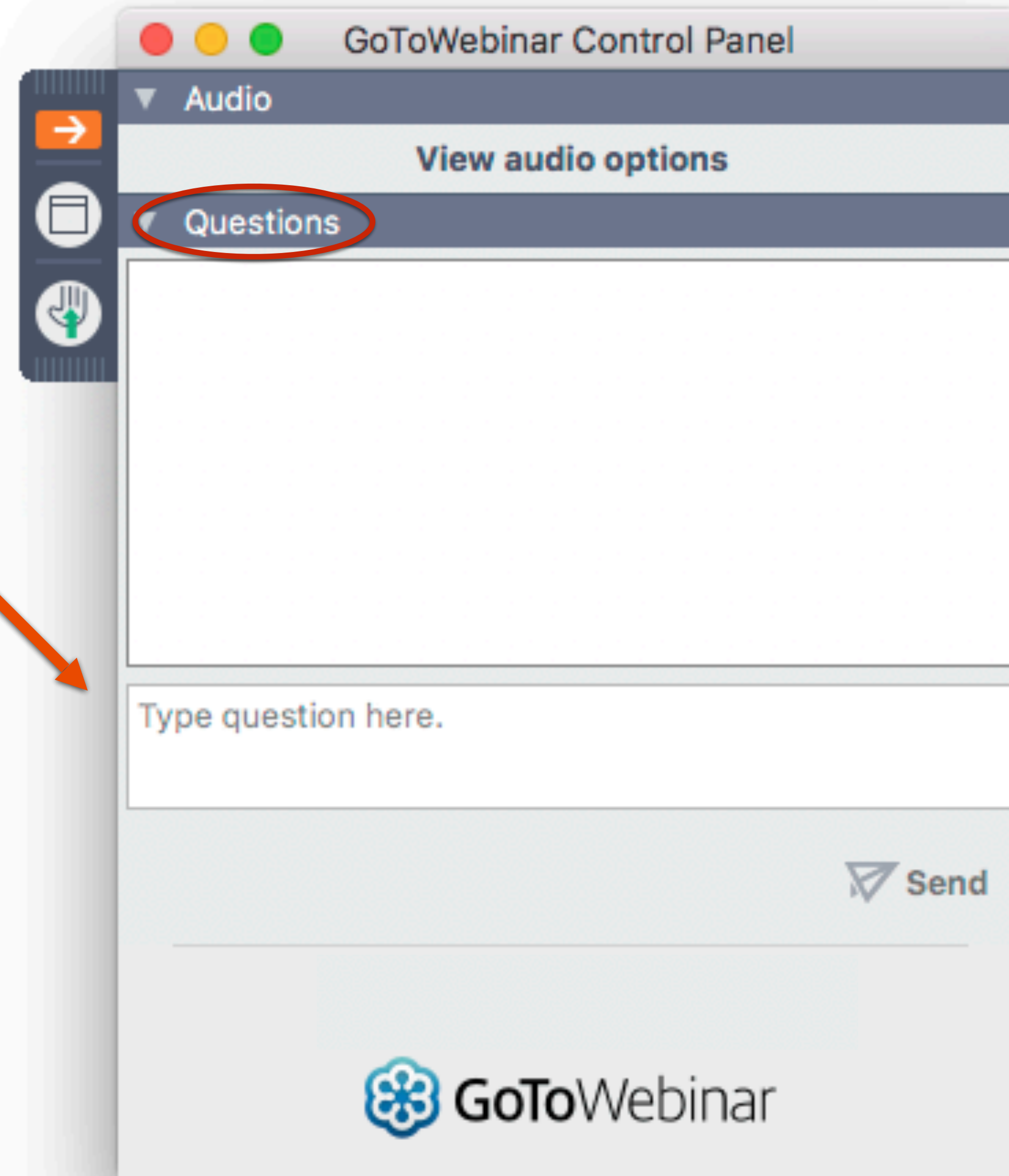
I would be happy to share more of the Clothing Store research results and ideas with Karisma.

Let's get together to review opportunities and ideas for your business during this time of challenge.



LBS Research powered by: Pulse Research

QUESTIONS?





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Tim Burt
LBS Creative Expert

HOW TO WRITE A “CREATIVE” SPOT IN MINUTES — EVEN IF YOU’RE A NEWBIE



How to write a “creative” spot in just minutes – even if you’re a newbie.

S U B W A Y M A P M E T H O D

by T I M B U R T

Featured
Appearances:



TIM BURT

"America's **NUMBER ONE**
MARKETING STRATEGIST"™

www.MarketingWithTim.com

SUBWAY MAP METHOD by TIM BURT

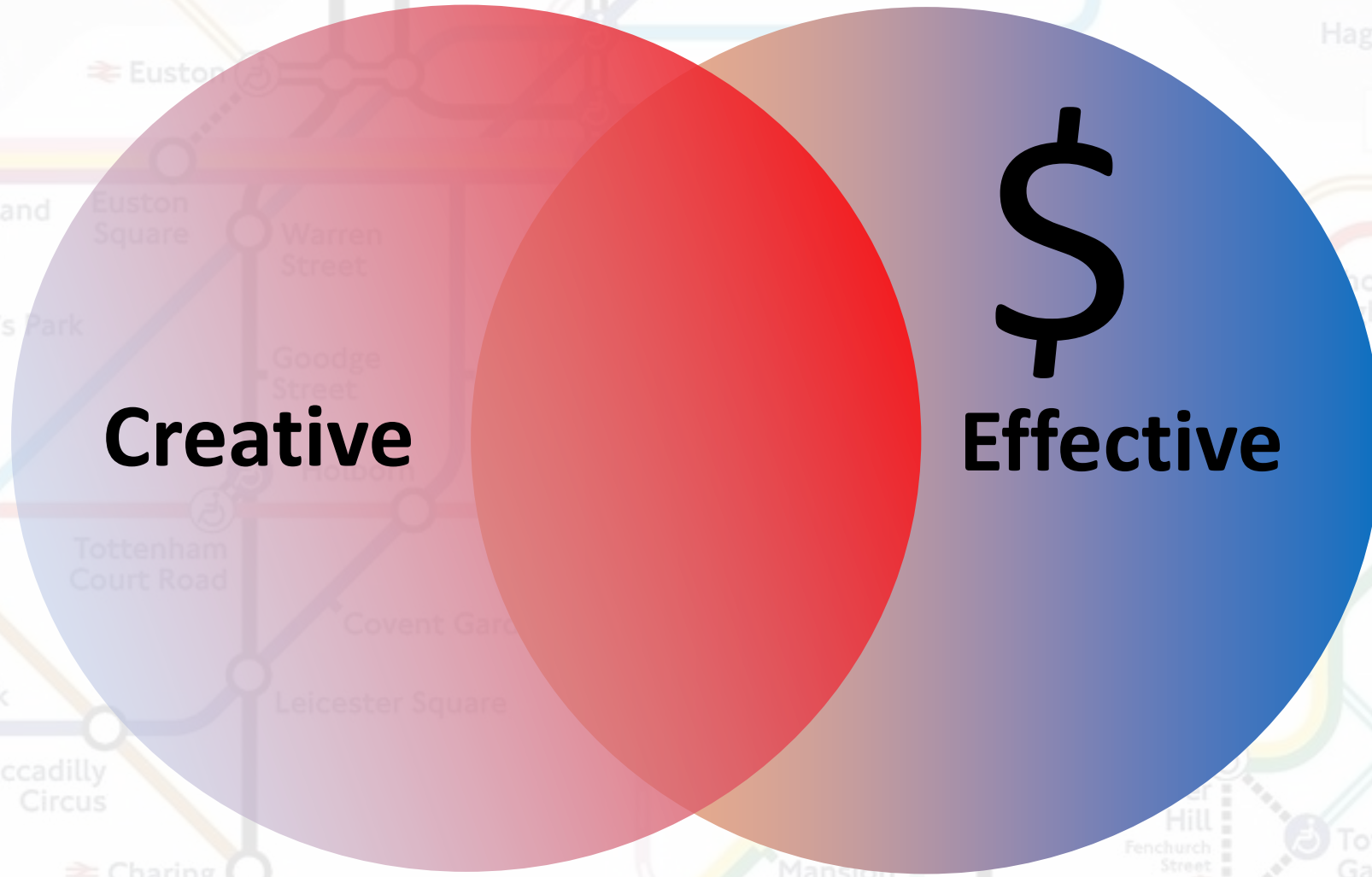
Is today the day your car finally breaks down? Are you spending more for repairs and maintenance every month than your car payment? Think you can't afford to upgrade your ride? Steve from Steve Creamcheese Ford here...and if you can put 250 dollars down and make payments of 200 bucks a month, you can drive a 2015 or newer car today. When you buy from us, you'll get routine oil changes and tire rotations for a year. See our selection and get you can get pre-approved right now at SteveCreamcheeseFord.com.

SUBWAY MAP METHOD by TIM BURT

Is today the day your car finally breaks down? Are you spending more for repairs and maintenance every month than your car payment? Think you can't afford to upgrade your ride? Steve from Steve Creamcheese Ford here...and if you can put 250 dollars down and make payments of 200 bucks a month, you can drive a 2015 or newer car today. When you buy from us, you'll get routine oil changes and tire rotations for a year. See our selection and get you can get pre-approved right now at SteveCreamcheeseFord.com.

IS THIS “CREATIVE?”

SUBWAY MAP METHOD by TIM BURT



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Here's what this **simple formula** can do for you:

- You can write a spot - on the spot
- Makes you look like a copywriting genius
- **FOCUSES** the client ad on **one thing**
- Can put them on the **fastest path to the cash**
- This **increases their TRUST in YOU**

SUBWAY MAP METHOD by TIM BURT

What clients/prospects of yours can you use this on?

ANY OF THEM... IF ...

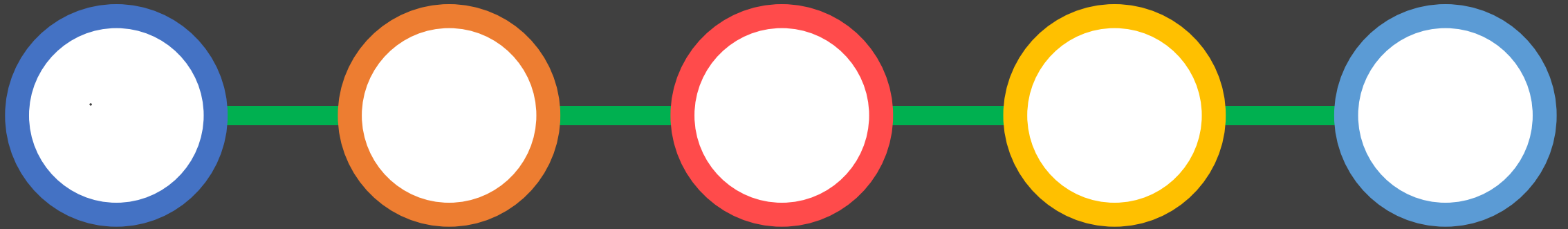
- They have a **HYPER-targeted audience**
- They are **focusing on ONE product / service**
- They **are making an OFFER**

SUBWAY MAP METHOD by TIM BURT

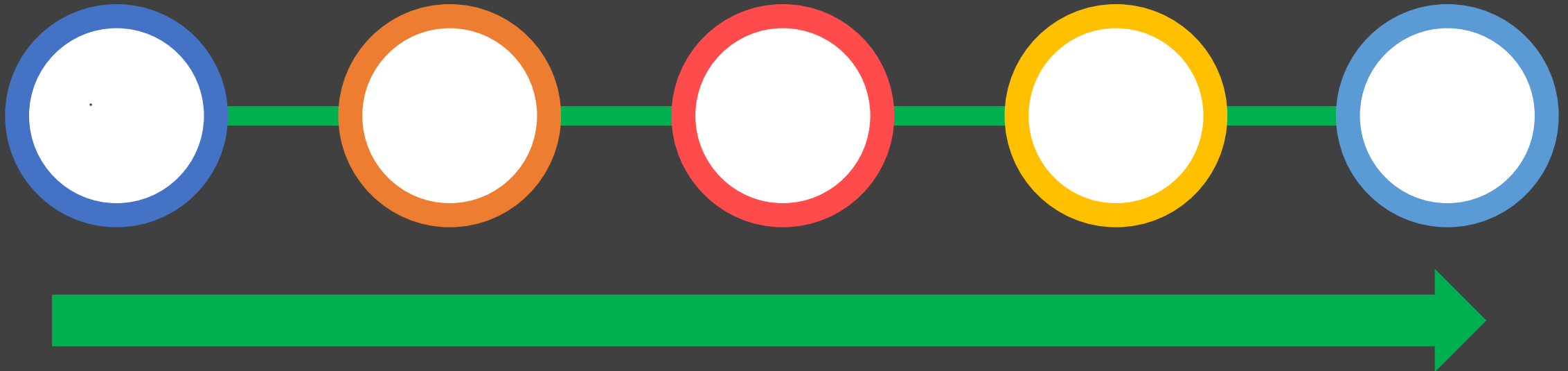
For this to work, you must be able to answer 3 questions:

- 1. What's the problem of hyper-targeted audience?**
- 2. Why hasn't the problem been solved?**
- 3. How do I solve the problem?**

WRITE THIS DOWN

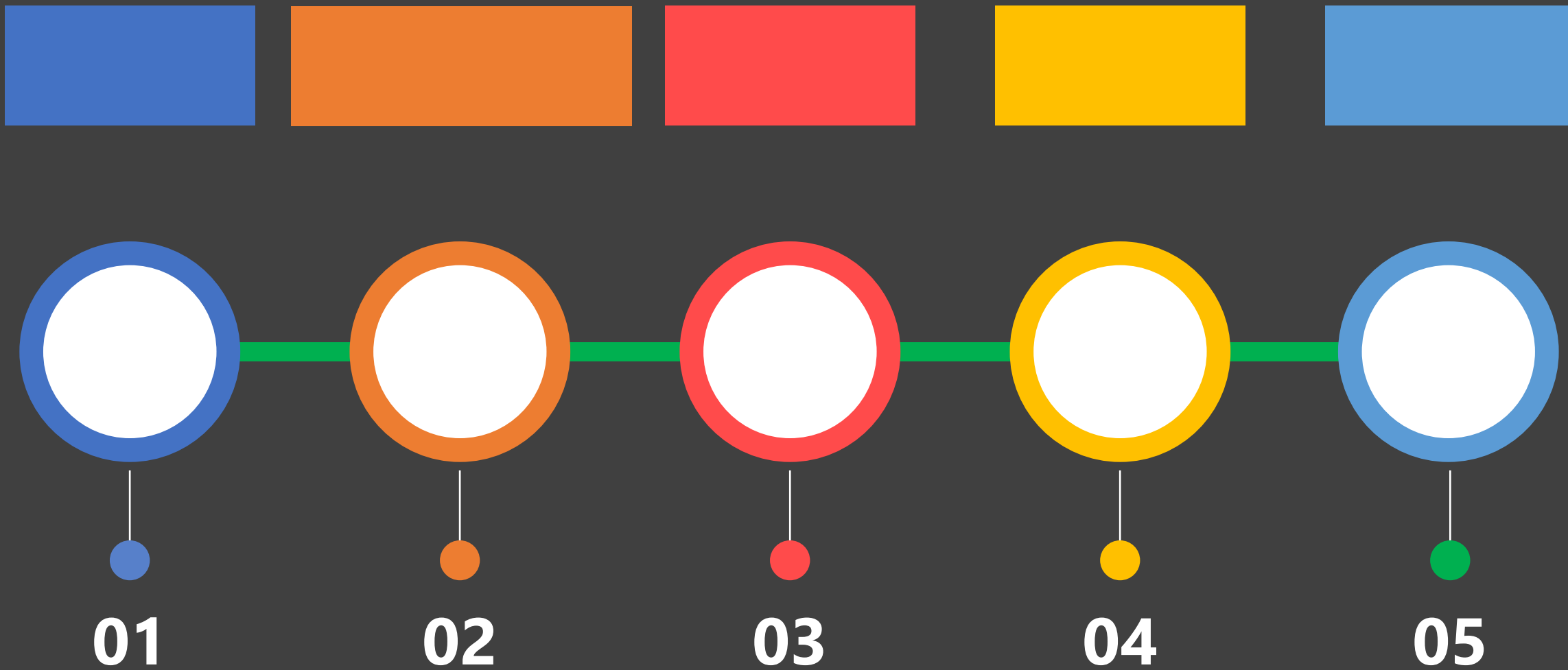


WRITE THIS DOWN

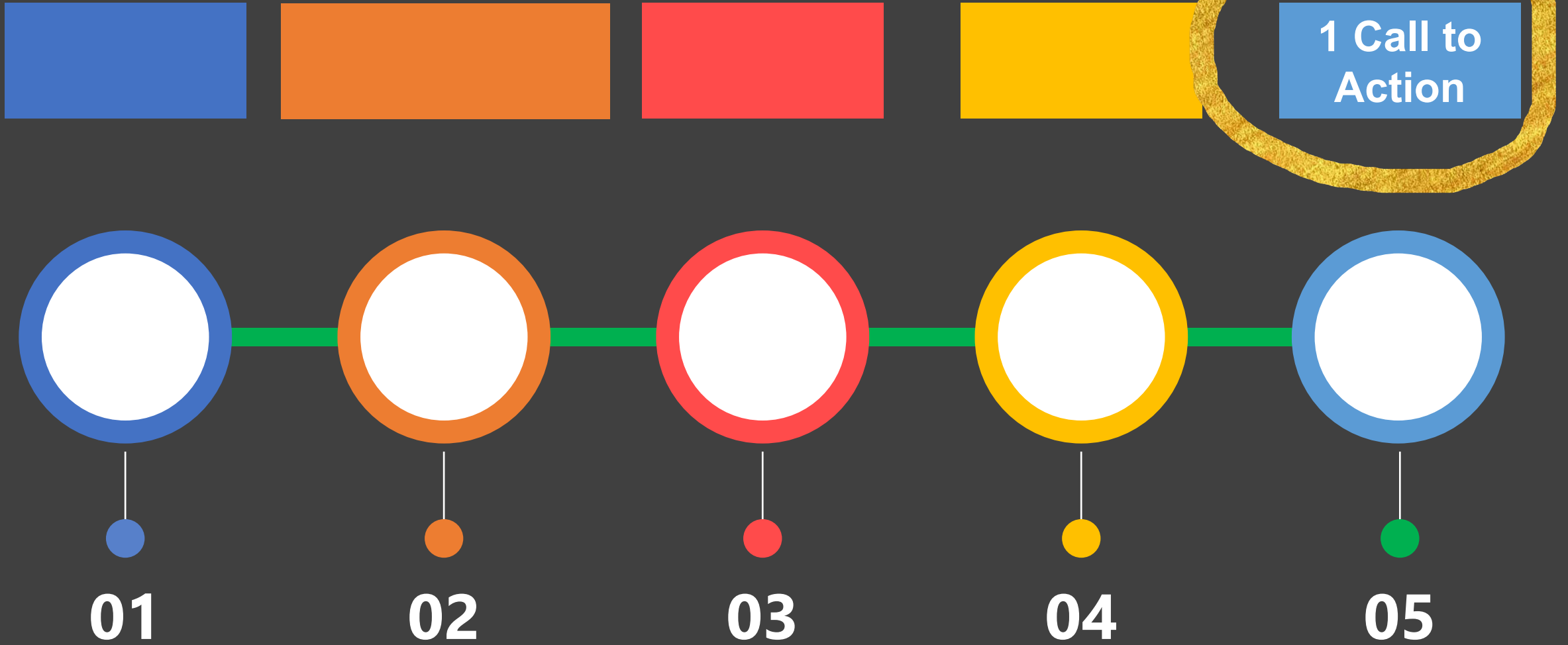


Each circle represents 1 or 2 sentences (on average)

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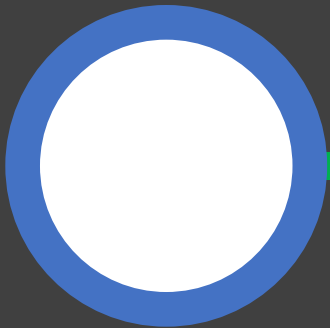
SUBWAY MAP METHOD by TIM BURT



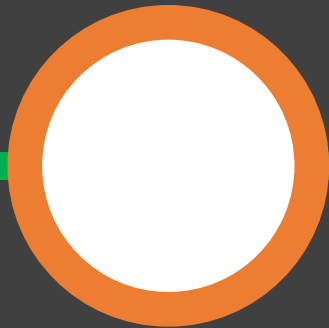
SUBWAY MAP METHOD by TIM BURT



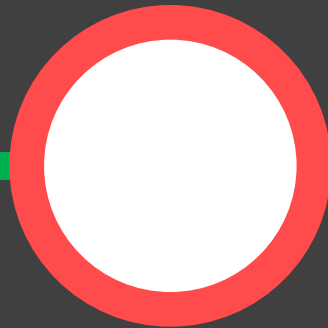
We just answered question #3 – How do I solve the problem?



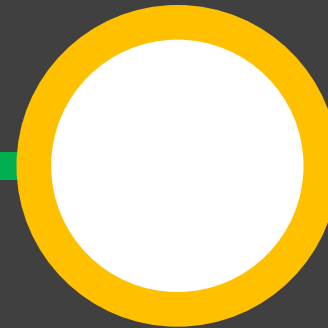
01



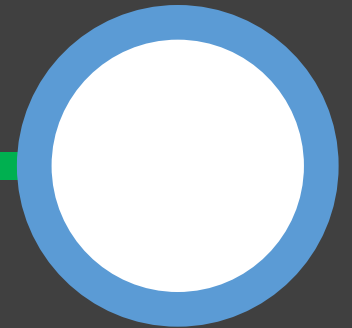
02



03



04



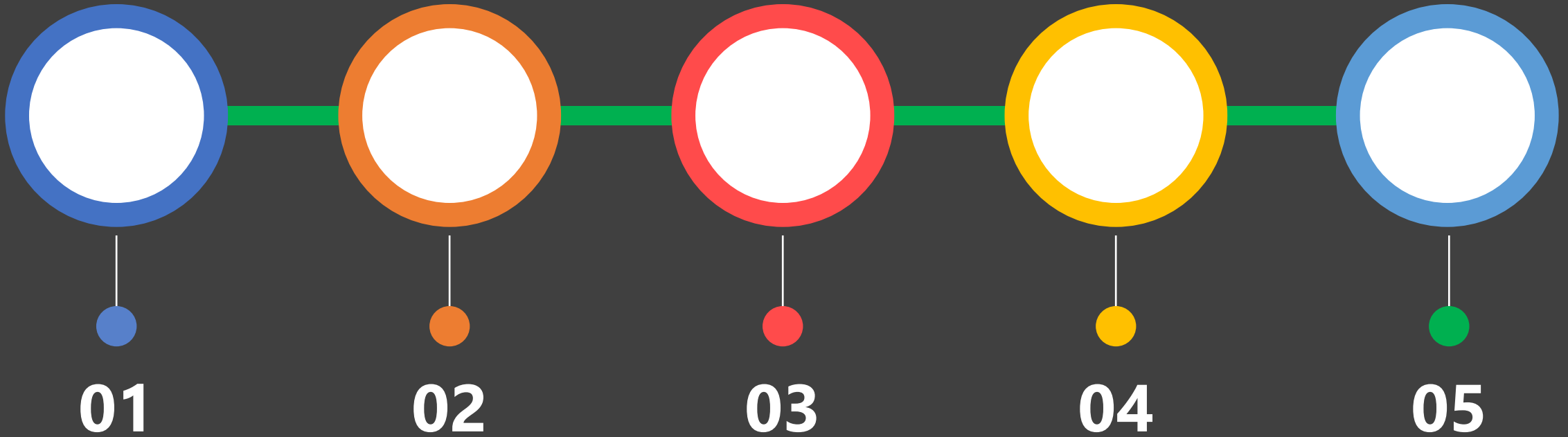
05

SUBWAY MAP METHOD by TIM BURT

ID the
Problem

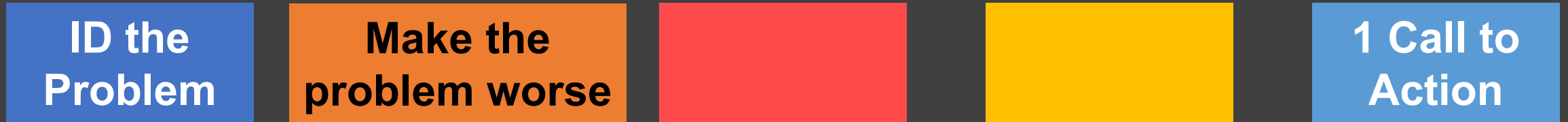
1 Call to
Action

We answer question #1, & who is the hyper target audience.

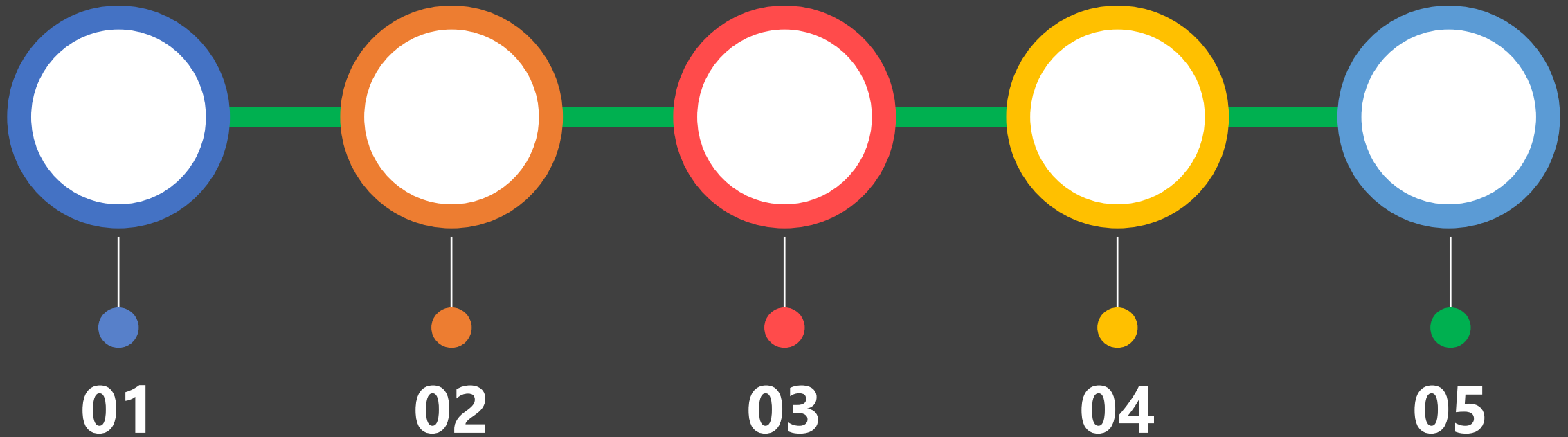


SUBWAY MAP METHOD by TIM BURT

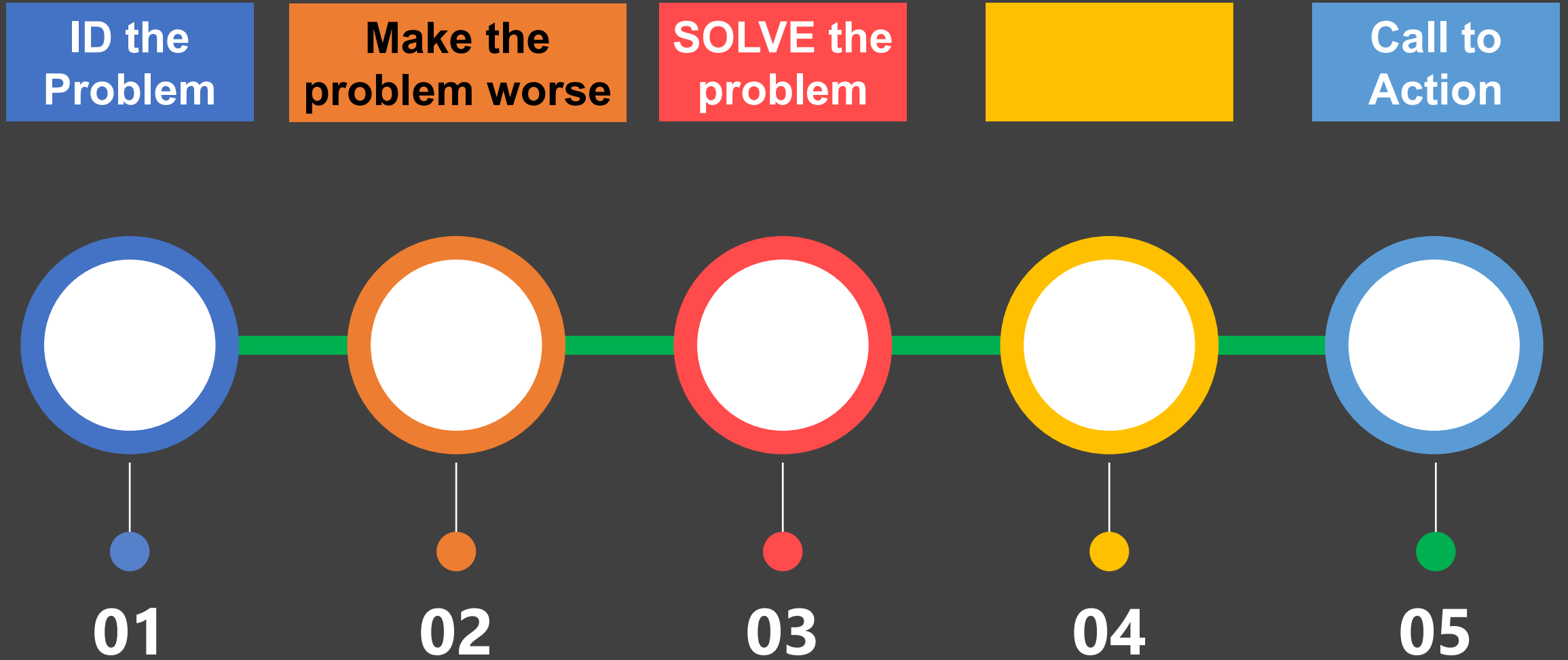
TWIST THE KNIFE



We answer question #2: why hasn't the problem been solved?



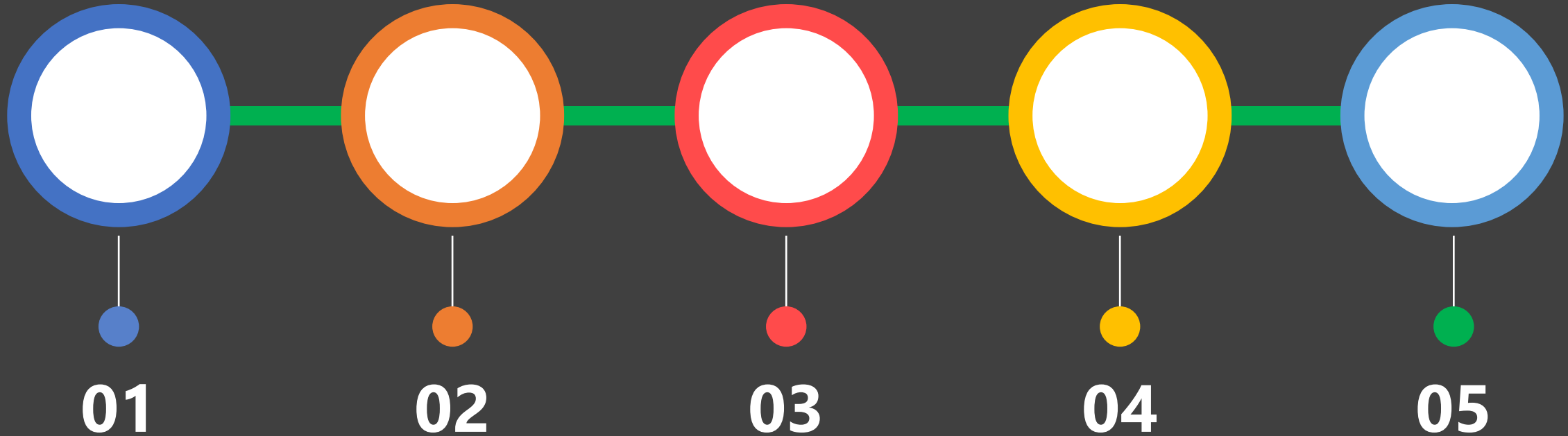
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“Solve the problem” + “Added benefit” = the OFFER



SUBWAY MAP METHOD by TIM BURT



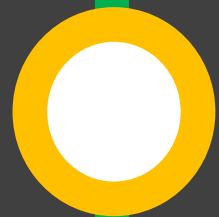
**ID the
Problem**



**Make the
problem worse**



**SOLVE the
problem**



**Added
benefit**



**Call to
Action**

Is today the day your car finally breaks down? Are you spending more for repairs and maintenance every month than your car payment? Think you can't afford to upgrade your ride? Steve from Steve Creamcheese Ford here...and if you can put 250 dollars down and make payments of 200 bucks a month, you can drive a 2015 or newer car today. When you buy from us, you'll get routine oil changes and tire rotations for a year. See our selection and get you can get pre-approved right now at SteveCreamcheeseFord.com.

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**ID the
Problem**



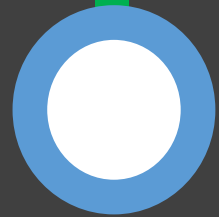
**Make the
problem worse**



**SOLVE the
problem**



**Added
benefit**



**Call to
Action**

The recent storms may have compromised your roof. The truth is, hidden water damage can cause structural issues - even black mold in your house. But are you afraid your insurance won't cover a new roof claim? Steve from Steve Creamcheese Roofing here. We know what to say to the insurance companies, and they approve 97% of our claims. When you buy from us, your roof comes with a 50-year transferrable warranty. Schedule your free inspection now at SteveCreamcheeseRoofing.com.

SUBWAY MAP METHOD by TIM BURT



**ID the
Problem**



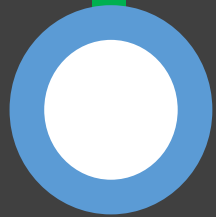
**Make the
problem worse**



**SOLVE the
problem**

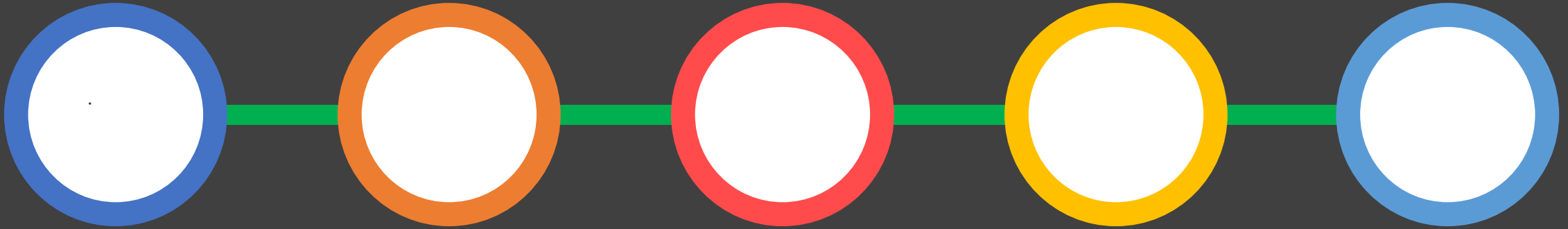


**Added
benefit**



**Call to
Action**

Hackers are trying to break into your e-com system right now. If even one is successful, your business could be wiped out in seconds. Are you still using consumer grade firewalls and virus protection? Steve from Steve Creamcheese IT here. I hired 20 hackers to break our proprietary Defender software, and none of them could. It installs remotely in less than 10 minutes. And if you get hacked, we'll help cover your losses. Protect your business and livelihood now. Click on "defender" when you go to CreamcheeseIT.com



Remember, this only works IF:

- They have a **HYPER-targeted audience**
- They are **focusing on ONE product / service**
- They are **making an OFFER**

SUBWAY MAP METHOD by TIM BURT

Want more for free? Learn how you can:

- Use the Subway Map **backwards**
- Write **better headlines fast**

Watch the free video at:
www.MarketingWithTim.com/LBS