

The Money Pit Sales Manual

*It's a \$498 Million Radio Buy
Want Some?*

THE
MONEY
PIT

HOME IMPROVEMENT RADIO SHOW

The Money Pit™

Home Improvement Radio Show

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The Money Pit Home Improvement Radio Show can make you money, and what follows will help you get started:

“Look at the numbers: Home Improvement is a \$306 billion industry. Figure 8% gets spent on all forms of advertising. If only 2% of that goes to Radio, you’re looking at \$498 million a year on the air. We give stations a direct target for those dollars.”

**Tom Kraeutler, Leslie Segrete
Money Pit Home Improvement Radio Show**



**In the next few pages,
you’ll nail down...**

- Why Radio is still the most-efficient marketing medium.
- Why Talk is Radio’s most sales-friendly format.
- How weekends can be Talk Radio’s most-profitable daypart.
- Why Home Improvement is such a no-brainer cash cow.
- Why **The Money Pit** should be your Home Improvement Show.
- How to get music FMs, sister AMs, your web site on the Home Improvement buy.
- Which of your sales prospects benefit the most from advertising on The Money Pit.
- Why you should NOT use duct tape on ducts.

(And yes! Please DO excerpt what follows for your own sales presentations.)

Making Money With The Money Pit

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Why Radio is still the most-efficient marketing medium.

Radio is everywhere. It's a familiar medium that Americans have been using for generations. Most people own several radios. Radio reaches 96% of Americans age 12 and older each week, (according to Radio Advertising Bureau research, the source for all the statistics which follow).

What other marketing medium goes more places? Unlike other media, radio is "accommodating." Listeners listen while doing other things, throughout the day. Waking-up, getting dressed, driving to work, at work, everywhere!

Radio is king in the car. If you wanted to buy a new car without a radio, the dealer would have to special-order it from the factory. Over 90% of all shopping trips are by car. So radio gets an advertising message closer to the cash register than any other medium.

Most adults listen to radio within one hour of making their biggest purchase of the day. They're en route to hardware stores, home improvement super-stores, and everywhere else that sells home improvement products.

Radio is personal. It's an intimate, one-to-one medium that speaks to listeners as individuals. Listeners have favorite stations and personalities, a bond that's valuable to advertisers.

Radio is influential. That bond makes the listener receptive to recommendations about products and services. Especially products and services recommended by on-air "experts."

Radio moves faster than other media. Need a quick copy change? Running a hot special? Radio gets a message to more people, quicker, and less-expensively, than any other ad medium.

Radio is more cost-efficient than other media. For what ONE newspaper ad costs, an advertiser can run on radio for WEEKS.

Radio complements other media. Radio can tell potential customers to "LOOK FOR OUR AD IN TODAY'S NEWSPAPER!" Or in the Yellow Pages. Radio is like "an insurance policy" for your other advertising.

Radio listeners are Home Improvement shoppers. Every week, Radio reaches:

- 94.3% of adults who shopped at hardware/building supply stores 4+ times in 4 weeks.
- 93.4% of those who plan to remodel their homes in the next 12 months.

Source: Radio Advertising Bureau Home Improvement Background Report. See Appendix.

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Why Talk is Radio's most Sales-friendly format.

Talk is radio's most-listened-to format, capturing a 17.9% share of radio listening among all listeners, age 12 and older. Among adults who are the biggest home improvement spenders, Talk Radio is even more popular.

Talk radio is foreground radio. Unlike music radio, talk radio commands attention. Talk radio listeners aren't just button-pushers who stop pushing buttons when they hear a song they like. They're LISTENING, closely.

Talk radio is the best environment for an advertising message. Because Talk Radio is the spoken word, commercials don't interrupt programming the way they halt music Radio. In music Radio, the most common point of tune-out is when a commercial begins. Yet Talk listeners regard commercials as informative.

Talk radio is a resource. Because listeners use it for news, weather, traffic reports, sports scores, and business news, listeners find talk radio informative. They BELIEVE what they hear.

Talk radio listeners are more involved. Because they're paying attention, and bonding with on-air personalities, they're more likely to respond to advertising messages.

Talk radio is targeted. What better place to advertise home improvement products and services than in a home improvement show?

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How weekends can be your station's most-profitable daypart.

Rush Limbaugh may be radio's biggest star. But it's not unusual for a Rush station to make more money on a weekend "how-to" show than on Limbaugh's show. And, unlike Rush Limbaugh's show, **The Money Pit Home Improvement Show is FREE.**

Smart talk stations choose shows that speak to what listeners are doing on the weekend. If the available audience is listening en route to Home Depot, why be talking about politics?

Too often, radio advertising is sold as tonnage. Reps simply peddle "dots and spots" to young media buyers in ad agency radio departments, people too young to have grown up with an AM Radio listening habit. And -- while listeners spend more time each day with radio than any other marketing medium -- the media buyer spends his or her day in a room where radios probably don't even work...squinting at a computer screen. To him or her, it's all just numbers.

Station sales people compound the problem by bidding-DOWN their inventory's value "to get on the buy," by being less expensive than competing stations' rates. This is the WORST way to sell radio.

Instead of selling numbers, smart sales people sell IDEAS, such as topic-specific sponsorships of weekend programs about auto repair, gardening, computers, health and fitness, personal finance... and home improvement. Targeted shows like **The Money Pit talk to listeners who are most receptive to your sponsor's advertising message.**

Instead of selling numbers to agency buyers, smart sales people **take sponsorship opportunities directly to retail advertisers.**

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Why Home Improvement is such an opportune category.

The money is there and flowing like a like a leaky faucet! Read the Radio Advertising Bureau's fact-filled "Instant Background" on home improvement, which they gave us permission to include at the end of this report.

Home Improvement is a hot category in ANY economy.

- When things are good, people are thinking about buying homes. This supports products and services like real estate agencies, banks, and lenders. But don't forget about what goes *into* those homes. They're also buying furniture, carpeting, landscaping and more.
- And in a soft economy, people fix up their existing homes. They're spending in hardware stores like Ace, True Value or Do-it-Best. And they're shopping at home improvement centers like Lowes and Home Depot; and paint stores carrying name brands like Benjamin Moore and Sherwin Williams. And lumber yards get busy.

Radio recommends products and services. Whether they're in a new home or a "Money Pit," homeowners have questions. Expert advice from **The Money Pit Home Improvement Radio Show** helps listeners make informed purchase decisions.

This audience is a perfect advertiser target.

What are today's homeowners looking for? We know because we wrote the book...literally! The Money Pit Home Improvement Radio Show and the Consumer Specialists research organization surveyed over 9,000 callers to our program and found some enlightening results about do-it-yourselfers and home improvement:

- The top 10 projects consumers have questions about were floor coverings, plumbing, windows/siding, kitchen/bath, walls/ceilings, heating/air conditioning, roofing, bugs, pests & rodents, indoor air quality/mold; and finally, basements/crawlspaces. Got THOSE advertisers on the air?
- Key topics on women's home improvement list are plumbing, kitchens/bath, roofing, bugs, pests/rodents, indoor air quality/mold, basements and crawlspaces, and painting and wallpapering. Men prefer to talk about floor coverings, windows/siding, foundations, insulation/ventilation; and decks.
- Men are one and a half times more likely than women to ask how to do a project, perhaps proving that men will ask for directions! Women, on the other hand, are four times more likely than men to call and ask how to fix a project gone wrong.
- Women are twice as likely as men to use email to ask a home improvement question.
- Men are more likely than women to contact the show to get help with a home improvement problem.
- Women are over twice as likely to ask a safety question than were men.
- Almost 80% of consumers with home improvement questions want to know how to do a project, solve a problem, find a product or clean something. We can tell them how to do that. Your local advertisers can sell them the products and services they need to get those jobs done!

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Why The Money Pit should be your Home Improvement show.

We're hungry. **The Money Pit** is now radio's #1 home improvement program, heard each weekend on talk stations all across the USA and Canada. We stay up nights thinking of ways to help stations make more money. That's how we get more stations.

We're versatile. Why should weekends be a PD headache? **The Money Pit** offers two hours each weekend. Take one or both hours, either live or time-shifted. Play the show Saturday or Sunday (or BOTH, as some stations do). Plus, our 24/7 **LIVE call center** means your listeners will be a part of the show no matter when you air us!

We don't steal your station. One affiliate writes, "Your flexible program clock allows us to get in-and-out when we need to. There's time for all the local spots we need, and our local news and weather. You sound like a local show!" See our program clock on the last page of this report.

We're FREE, a straight barter.

We don't call in sick. Syndicated programming like **The Money Pit** is "lower-maintenance" than managing local hosts. Yet we can suggest specific techniques for making **The Money Pit** sound like your station's very own.



And look at those faces! What station WOULDNT want these two as part of its on-air family? And on its web site?

Tom Kraeutler Tom earned his stripes as a professional home inspector, amassing over 20 years experience learning how houses are put together, *and* how they fall apart! He knows a doodad from a dadoe and a bulldozer from a backhoe. He can tell listeners how to correct their goofs and repair their roofs. These days, Tom is a sought-after expert who appears frequently on local and national television, as well as in print and broadcast. He has hundreds of interviews under his belt in stations including FOX, CNN, MSNBC, The History Channel, HGTV and the DIY Network.

Leslie Segrete is a familiar face from TV's *While You Were Out* on The Learning Channel, and *The Ugliest House on the Block* on WE-TV. Leslie's wide-ranging professional background includes stints as the Art Director for the Oxygen Network, as well as roles at Good Morning America and Giorgio Armani. Leslie is a seamstress, carpenter, decorator, designer and professional chef all wrapped up in one very energetic package. A true renaissance woman!

Tom and Leslie are co-authors of "My Home, My Money Pit: Your Guide to Every Home Improvement Adventure," from Globe Pequot Press. They have been spokespeople for The Home Depot, True Value, Sears-Craftsman, Owens Corning, Red Devil, dCon, Coleman and other respected brands.

They frequently appear at trade shows and other Home Improvement events and promotions.

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Tom and Leslie aren't just well known in the RADIO industry. They're "names" in the HOME IMPROVEMENT industry. They know co-op, they know decision-makers at the brand level and they show stations where to look for vendor funding via the weekly Money Pit "Blueprint" Email.

Tom and Leslie will do more for your station than any other syndicated hosts, period.

- Want customized promos? Tom and Leslie voicing spots for your local advertisers? Research that helps you sell? Yes, yes, and yes. In fact, our data shows that a whopping 14 percent of our callers reach out to the show purely to get a product recommendation from Tom & Leslie. Offer *that* kind of credibility to your local sponsors!
- And when a big storm has just rolled through your area – or, for any other reason, home fix-up is in the news – Tom and Leslie are your station's resident experts. Use them in your newscasts, or on your morning show. As an affiliate, just call and we'll set it up.

We'll help you find Co-op dollars!

- Not only can you offer local home improvement retailers a great marketing opportunity...you can show 'em how to get someone else to pay for it! Every month, we send stations an update on available co-op dollars.
- It's no secret. Radio co-op programs have gotten a bad reputation. The paperwork, the legwork, and all for what – a 300 dollar buy with co-op paying 20 or 30 percent? We can fix that!

How about 100% Co-op?

Check <http://www.rab.com/>, and you'll find over 300 major home improvement manufacturer and service providers offering 100% co-op to dealers and distributors! Among them, names like Amana, Black & Decker, and Fieldcrest, with minimal requirements.

RAB says the best kept home improvement co-op secret is that the volume or size of the store is NOT necessarily proportionate to the amount of co-op they might have. Translation: small retailers could be sitting on big co-op bucks!

A \$300 buy? How about \$30,000?

- EXAMPLE: A Whirlpool account manager with previous experience using local radio needed to utilize his dealer co-op money by the end of the year.
- He approached a local market station, and together they developed a marketing campaign that included a gift with purchase and sweepstakes elements.
- 12 dealers participated. The program was underwritten with their co-op funds totaling \$30,000!
- And it gets better - the Whirlpool account manager was so pleased with the results that he is planning to renew the program for, not one, but TWO programs next year

Want Web NTR?

The Money Pit is more than just a radio show. It's an entire media package. For instance, Tom and Leslie can instantly beef-up your station's web site, with hundreds of pages of content and links from their website, www.moneypit.com. And we give you a sponsorable Tip-of-the-Day for your web site. Just have your webmaster copy-and-paste the code we provide, and we'll update it. This is all locally sponsorable content that you didn't have to create. Now about your FM stations...

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How to get your music FMs (and your other AMs) on the Home Improvement buy.

Once upon a time, the FCC only allowed a licensee to own one AM and one FM in a market. And the local newspaper's circulation dwarfed radio's come.

Fast-forward to today. Now, many clusters' combined comes out-number the newspaper's declining circulation. And **The Money Pit** is VERY combo-sales-friendly.

Since most talk stations are AM stations, most stations that air **The Money Pit Home Improvement Radio Show** each weekend are AM stations. And most of those AMs have FM sister stations, with various music formats; and other AM stations, of various formats.

All of a cluster's stations can get on the home improvement buy, when one station airs The Money Pit Home Improvement Radio Show. How? Affiliates carrying Leslie and Tom's long-form show also receive their market's license to air **The Money Pit Minute.**

To help combo sales departments bundle several stations, Leslie and Tom format Money Pit Minutes a little differently than most other short-form features. For starters, **there's NO national spot, and NO national sponsor billboard to sell-around.**

Your local sponsor "owns" **The Money Pit Minute**, which consists of:

- **Tease** (5-10secs) "HI I'M LESLIE SEGRETE. AND I'M TOM KRAEUTLER FROM THE MONEY PIT. DID YOU KNOW SPENDING \$1 A MONTH COULD SAVE YOU A \$1500 HOME REPAIR? FIND OUT HOW RIGHT AFTER THIS."
- **Spot** (30 secs.) Insert local commercial.
- **Tip** (15-20 secs) "CENTRAL AIR CONDITIONERS NEED A CLEAN 'EVAPORATOR COIL' TO WORK EFFICIENTLY. CHANGING THIS \$1 FILTER KEEPS THE COIL FREE FROM DIRT AND AVOIDS EXPENSIVE CLOGS TO THE SYSTEM WHICH CAN RUIN A COMPRESSOR AND COST UP TO \$1500 TO REPAIR."

The whole package edits down to a nice tight 60, making it a great way to extend a weekend advertiser into your weekday rate structure. Run Money Pit Minutes on:

- The station carrying the long-form Money Pit Home Improvement Radio Show over the weekend. You'll expose your client to your whole come, in key dayparts. And those Money Pit Minutes will serve to promote **The Money Pit Home Improvement Radio Show** you air on weekends.
- Got another AM station? Money Pit Minutes allow you to bundle your Adult Standards or All-Sports station into the Home Improvement pitch.
- Sister FMs. **The Money Pit Minute** SOUNDS like an informative feature. But it's really commercial creative. Not just another jingle...it makes money!

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The Money Pit Minute is a spot that will stand-out, and advantage its sponsor, via:

1. **Focused Delivery:** The carefully worded tease is an attention-grabber that mentally tunes-in potential home improvement shoppers.
2. **Editorial Separation:** Be honest. How would YOU like to be the advertiser who paid for commercial #6 in a stopset? **The Money Pit Minute** puts its sponsor's message in a PROGRAMMING context. Its "donut" format makes it more-than-just-another-commercial.
3. **Editorial Association:** Since the show's hosts deliver the tips, advertisers get opportunities to associate directly with the talent, an inferred endorsement that many sponsors find attractive.

We produce new Money Pit Minutes on an ongoing basis, so your listeners will always be hearing fresh, relevant information.

Want locally-targeted Money Pit Minutes? CAN-do! If your stations are in South Florida, we won't send you the same winter heating tips that we're sending to our affiliate in snowy Kalamazoo.

The Money Pit Minute is market-exclusive, and FREE, when you clear the long-form Money Pit Home Improvement Radio Show on the weekend. Remember, there's NO national spot, NO national sponsor billboard, and – someone in your business department will cheer out loud about this -- NO affidavits. **YOU sell it locally, and YOU keep the money.**

To hear a sample Money Pit Minute, visit our affiliates-only web page, at www.moneypit.com/backdoor

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Who should advertise on The Money Pit?

START WITH THE TOP 10....

At the Money Pit, we track each and every contact to the show, be it by live call, email or a call to our 24/7 call center. We do this FOR YOU. Knowing the top ten most common problems and projects listeners want to talk about is a powerful sales tool to help you know exactly who to talk to about sponsorship of the program and participation in a home show.

Here's our "top ten" most popular topics at the time of this writing:

Floor Coverings; Plumbing; Windows/Siding; Kitchen/Bath; Walls/Ceilings; Heating/Air Conditioning; Roofing; Bugs, Pests & Rodents; Indoor Air Quality/Mold; and Basements/Crawlspaces

But don't just think "retail". Drill-deeper into sub-categories, including:

Retailers who sell...

Room-size or area rugs
Paneling
Vinyl flooring
Wood flooring
Ceramic tiles
Ceiling tiles
Kitchen cabinets
Countertops
Kitchen faucets
Bathroom faucets
Bath, sink, vanity
Indoor light fixtures
Attic fans/vents

Central air conditioning
Central humidifier
Central heating – gas or oil
Window replacements
Skylights
Doors
Insulation in floor, ceiling or walls
Outdoor deck, porch or patio
Garage door opener
Weather stripping
Outdoor or exterior siding
Storage sheds
Roofing

Services compatible with remodeling of the

Home
Bath

Family Room/Den
Kitchen

Stores and Services that cater to homeowners:

Hardware stores
Nursery and garden stores
Automobile parts and accessories
Home improvement contractors
Financial institutions
Lawn and garden care
Lighting

Local retailers who sell products that have advertised nationally on **The Money Pit**:

True Value local members
Trex
Red Devil
Sears

Culligan
Owens Corning
Black & Decker

Getting any ideas for local direct retail advertising prospects?

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How-To make money all week long...

When does a weekend show make money for you all week long? When it's **The Money Pit!** Tom and Leslie don't just do weekends. They work all week long, and YOU get the paycheck!

By structuring different packages around the weekend sponsorship, **The Money Pit** can help bring revenue to BOTH the AM carrying the show, AND your sister FM's all week long.

For starters...try offering packages like these to a local advertiser:

Package #1

"The 2 Story Colonial" 26 – 52 Week Commitment

- 1 spot per hour in-program
- 1 Tom and Leslie-voiced billboard per hour in-program*
- 20 "Money Pit Minutes" (short-form feature, NOT in-program). Can include open/close station billboard sponsor ID's. These run all week long on your AM's and can also run stand-alone on your sister FM's. Why not expand the package to include your entire network?
- 20 of ROS spots during the week
- 12 promo tags during the week
- Sponsor ID in newspaper ads promoting the program
- Tom and Leslie voice client's commercial copy at no charge

*If 52 week commitment – Offer sponsor the "Title Sponsorships". Each hour can start with a Tom and Leslie voiced billboard promoting local sponsor as the lead sponsor for the hour.

Package #2

"The Condo" 13 - 26 Week Commitment

- 1 spot per hour in-program
- 10 "Money Pit Minutes" (Short-form feature, NOT in-program. Can include open/close station billboard sponsor ID's. These run all week long on your AM's and can also run stand-alone on your sister FM's. Why not expand the package to include your entire network?)
- 20 of ROS spots during the week
- 6 promo tags during the week
- Sponsor ID in newspaper ads promoting the program

Package #2 would not include Tom and Leslie voiced spots and the resulting "endorsement" value. Our advice is to hold this out for only your most profitable sponsorships!

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Even more possibilities...

- Sell a 2-minute interview with the sponsor to be broadcast in-program during the local avails. Call it the "Money Pit Tip" and make your sponsor a "guest" on the show. Read how what KWDB made money with this feature on the next page.
- Sell a web site sponsorship on Money Pit content. Tom and Leslie can provide you a *sponsors* weekly column AND up to 250 Money Pit Minute tips which, thanks to the miracle of modern web technology, can "reside" on your station's web site even though we do the programming!

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Don't take our word for it...

Advertisers call US asking how to give YOU money!

- When a Baltimore powerhouse picked up The Money Pit, we started getting calls from listeners who owned home-related business and wanted to sponsor the local show. As a result, Baltimore tripled the hours they were taking The Money Pit and cashed in on the popularity of home improvement in their market.

WMEN didn't even have to air the show to make money!

- They just started to air the promos before running the show and got a call from an agency asking, "How can I get my client on the show?"
- According to Program Director Dave Jones, "They had carpet-company as a client and wanted a sales kit. We hadn't even had a chance to get them printed!"

When KWDB had a new general contractor move into the area, they knew exactly how to get him immediate exposure.

- "We played samples of the show and he was immediately impressed," reports GM Rick Bell.
- "With **The Money Pit**, he was able to reach his target audience. He even picked up a \$10,000 job in the first few weeks he ran the schedule."
- Since then, Rick reports he has turned down other contractors that wanted on the show. "The key was exclusivity...by only selling one business category, we're able to keep prices up"

KBNP's GM Keith Lyons has been able to market every element of the show.

- He sells tags on promos, extra tags whenever the show topics (sent ahead of time each week) relate to his sponsor, and a 42-spot package that runs OUTSIDE of the main program.
- He's also come up with the most interesting way to use his "local avails" inside the show we've ever heard. He created the "Money Pit Tip," a 2-minute interview with the local sponsor, in which the sponsor is asked by the station announcer to give his best answers to the most common questions he's asked.
- "We sold the show to a local roofing contractor and asked him to give us the most common questions he's asked about his business. We turned this into a 2 minute interview that runs within the local avails on the show. This way, our local sponsors becomes a part of the show...it's almost like being interviewed by Tom and Leslie directly!"

There are plenty more Money Pit success stories. Would YOU like to write the next one?

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Where do I sign???

Call Skip Joeckel right now at **1-719-579-6676** and you'll get:

- 1 or 2 hours of the nation's fastest growing home improvement radio show, available by multiple re-feeds or easy web download.
- Free shortform feature for your FMs and other AM stations. No national spots. You air it. You keep the money!
- The weekly Money Pit "Blueprint" with weekly show updates ready for your local announcers, as well as weekly sales tips.
- Sponsorship package templates to help make money with the show ALL WEEK LONG!
- Newspaper ad templates - Professionally designed ads to promote your station, the show and your sponsors in your local weekly or daily papers.
- Customized promos and liners, including beds for local sponsorable tags.
- Your local advertisers' spots voiced by Tom and Leslie at no cost.
- Press Release template to announce launch of program in your market.
- Live, pre-launch interviews with Tom and Leslie on your morning drive show.
- Access to Tom and Leslie as your station's resident Home Improvement experts. They're available on an emergency basis for interviews and advice when news relates to home improvement, safety, and consumer protection. You even get their home phone numbers!
- Sponsorable Web Content – Including weekly home improvement columns.
- Access to **The Money Pit's Backdoor Web Site**, where you'll find promos, liners, web content, sales leads and other money making "tools" for your home improvement toolbox.
- Publicity Photos for your sales material and your lobby Wall-O-Fame.

**Reserve The Money Pit for your market before your competition does.
Call Skip Joeckel today at 1-719-579-6676.**

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Why you should NOT use duct tape on ducts!

It's a fact, one of umpteen that trip-off Leslie and Tom's tongues each weekend:

- Duct tape may be the good for thousands of uses, but it's no good for ducts.
- Yes, leaking heating ducts are a major cause of energy waste.
- But duct tape applied to those seams just dries out and falls off.
- Why? Duct tape is basically adhesive-backed cloth. And heat evaporates the adhesive. Poof!

Instead: Use a high-tech tape called **UL121** tape. It's metal and has a specially treated adhesive that isn't affected by heat. **Which retailers in your market sell that product?**

You can do it yourself, but you don't have to do it alone...

That's the trademark phrase Tom and Leslie use to end every show...and they mean it!

Their job doesn't end when they sign off...it is just beginning. The entire Money Pit staff works all week long to support affiliate needs and help you make money with the program.

Thank you for taking the time to learn about **The Money Pit**. Home improvement is an exciting category for radio sales and Tom and Leslie would like nothing more than to help you capitalize on it.

For more information, call The Money Pit's Affiliate Relation's Manager Skip Joeckel at 1-719-579-6676 or email him to Skip@TalkShowsUSA.com.

#

Appendix

Want more info? Here ya go...Attached you'll find all the numbers you need to understand the market *and* the opportunity...

- Radio Advertising Bureau's Top 40 Survey Report. Note that of the 40 top radio-advertising categories...7 are in home improvement!
- Radio Advertising Bureau's Instant Background Report on Home Improvement. Need info – RAB's got it. Do you see your advertiser's customers here???? They will too!
- Radio Advertising Bureau's Background Report on Home Improvement NTR.
- PLUS – **The Money Pit's** Clock, including satellite coordinates, feed times, and contact numbers.

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Business Survey

Percentage of Total Annual Sales, by Month

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Retail Sales	7.2	7.1	8.1	8.1	8.6	8.4	8.5	8.6	8.1	8.5	8.5	10.3
Appliance Stores	7.4	6.9	7.8	7.6	8.1	9.0	9.6	8.5	8.0	8.3	8.6	10.2
Auto Dealers (new domestic)	6.4	8.2	9.6	8.7	9.6	10.1	8.3	8.9	8.1	7.5	7.0	7.6
Auto Dealers (new import)	6.3	7.3	8.5	8.4	9.6	8.6	9.6	9.4	8.2	8.5	7.6	8.0
Auto Dealers (used)	7.2	7.5	8.8	8.5	8.9	9.0	8.8	8.8	8.4	8.4	7.7	8.0
Auto Parts Stores	7.1	6.9	8.2	8.5	8.6	8.9	9.2	9.0	8.5	8.8	8.2	8.1
Auto Repairs	8.3	6.9	7.9	9.1	8.8	8.4	9.0	8.5	8.1	8.9	8.1	8.0
Beer	7.5	7.2	8.1	8.5	9.2	9.5	9.6	9.2	8.2	7.9	7.4	7.7
Book Stores	11.4	6.8	6.6	6.5	6.9	7.1	6.8	10.1	9.1	7.2	7.6	13.9
Bridal Market	4.8	6.5	6.3	7.5	9.5	10.7	9.7	10.4	9.6	9.5	7.6	7.9
Building Supply Stores	6.2	6.3	7.8	8.8	9.4	9.4	9.4	8.8	8.8	9.0	8.2	7.9
Camera Stores	6.1	5.9	6.8	7.0	7.8	8.1	8.2	8.3	7.5	7.7	9.2	17.4
Carpet Stores	6.7	6.9	8.1	8.5	8.2	8.7	8.6	8.7	8.9	9.2	8.8	8.7
Children's Wear Stores	5.7	6.6	8.9	7.9	7.2	6.4	7.0	10.5	9.6	9.3	9.5	11.4
Consumer Electronics	7.7	7.2	7.4	6.9	7.3	7.3	7.7	8.3	7.6	7.5	9.6	15.5
Department Stores	5.5	6.4	7.6	7.4	8.1	7.3	7.0	8.1	7.6	8.1	10.0	16.9
Discount Stores	6.4	6.5	7.6	7.7	8.4	8.0	7.9	8.3	7.5	8.3	9.8	13.6
Drug Stores	7.9	7.7	8.3	8.1	8.3	8.1	8.2	8.2	8.0	8.4	8.3	10.5
Fabric & Sewing Stores	7.2	7.1	8.5	7.8	7.7	7.1	7.6	7.6	8.5	10.0	10.4	10.5
Factory Outlets	6.0	6.2	7.8	7.9	8.2	7.8	7.9	9.0	8.0	8.4	9.3	13.5
Fast Food	7.3	7.3	8.1	8.3	8.9	8.7	8.9	8.9	8.2	8.7	8.1	8.6
Florists	6.5	9.6	7.7	8.5	11.7	8.1	7.0	7.0	7.5	7.9	7.5	11.0
Furniture Stores	7.8	7.5	8.2	7.7	8.2	8.1	8.3	8.5	8.3	8.5	9.1	9.6
Hardware Stores	6.9	6.3	7.5	8.8	9.6	9.4	9.0	8.6	8.4	8.6	8.2	8.7
Jewelry Stores	5.1	7.1	5.9	6.3	8.0	6.9	6.7	6.8	6.5	7.0	9.1	24.6
Lawn & Garden Stores	3.5	3.7	6.4	12.4	18.0	12.0	8.8	6.6	6.9	7.7	6.3	7.7
Life Insurance	7.4	7.3	8.5	8.2	7.8	8.7	8.5	7.4	7.9	8.3	7.8	12.2
Men's Wear Stores	6.8	6.2	7.2	7.8	8.1	8.0	7.4	8.3	7.5	8.6	9.6	14.5
Mobile Home Dealers	6.1	7.0	8.6	8.9	8.3	10.0	9.2	9.1	9.3	7.9	7.7	7.9
Movie Theaters	7.6	6.6	6.9	7.6	7.5	11.0	11.6	9.5	7.2	6.2	7.7	10.6
Music Stores	7.4	7.2	7.7	7.2	7.5	7.3	7.3	8.0	8.0	8.0	8.7	15.7
Office Supply Stores	8.1	7.6	7.5	7.2	7.9	7.9	8.4	9.0	9.0	8.7	8.1	10.6
Optical Goods Stores	7.8	7.5	8.8	8.3	8.1	8.8	8.9	9.2	8.2	8.3	7.8	8.3
Real Estate (new houses)	7.4	8.7	9.6	9.4	9.1	9.1	8.7	8.6	7.7	7.8	7.2	6.7
Restaurants	7.6	7.5	8.3	8.3	8.7	8.4	8.8	8.9	8.2	8.7	8.1	8.5
Shoe Stores	6.1	6.8	8.3	8.3	8.8	8.3	8.4	10.2	7.8	7.9	8.1	11.0
Sporting Goods Stores	6.3	6.3	7.7	8.1	8.5	9.4	8.8	9.1	7.6	7.2	7.7	13.3
Supermarkets	8.0	7.4	8.2	8.1	8.6	8.2	8.7	8.5	8.2	8.5	8.4	9.2
Tire Dealers	9.1	8.5	8.6	7.6	8.2	8.0	8.2	8.1	8.0	9.1	7.8	8.8
Video Stores	9.2	8.1	8.3	8.0	8.1	7.7	9.7	10.0	9.0	6.7	6.9	8.3
Women's Wear Stores	6.2	6.4	8.0	8.3	8.8	8.0	7.7	8.1	7.7	8.2	8.8	13.8

RAB Member Service: 1-800-232-3131 or www.RAB.com

Reading this chart: Numbers are monthly percentages of each category's yearly business. "Hot" months (8.0% or more of annual sales) are in red. Average months (8.0% - 8.5%) are in bold type. Below average months (under 8.0%) are in regular type. These seasonal trends are based on national three-year industry averages to minimize such variables as movable holidays, inflation or recession, product shortages, etc. Actual local or regional trends may differ due to climate, market condition, etc. Certain major industries (and important Radio categories) have been excluded from this chart because their annual cycles are too unstable to track accurately. Sources: Available on request from the Radio Advertising Bureau; most data is from the U.S. Department of Commerce.

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Here's RAB's 411 on Home Improvement NTR:

Consumers buy home improvement products mainly March through December. January and February are a little slower.

The Home Improvement customer is 53.5% female, 46.5% male overall. The do-it-yourselfer alone is 57.4% male, 42.6% female. The service customer is 54.1% female, 45.9% male.

Home Improvement retailers have two customers: the contractor and the ultimate consumer.

Three Prospecting Pointers

1. This is a great Co-op category. Call on manufacturer representatives who sell to your entire market. You can initiate multiple retailer dealer groups with them. See The Money Pit's detailed monthly Co-op report for specific leads.
2. There aren't many locally owned large retailers left to create big retail-driven (vendor-supported) programs with, so call on the big guys like Home Depot and Lowe's. You should contact the Region Manager - the person to whom all your area store managers report.
3. Where to begin? Go to the Yellow Pages for retailers and RadioLink for manufacturers. The categories to pay close attention to include: flooring, paint, tools, plumbing, lighting, heating/cooling, lawn equipment, and furniture.

Three Idea Starters

1. First, an idea for the manufacturer or retailer who wishes to develop their contractor business.
 - Provide a VIP party in your client's name so that they can invite contractors for fun and product demonstration.
 - How to do that? Maybe you can include them in something you are already doing (a concert, a Friday Happy Hour promotion, a sporting event).
 - If not, partner with a restaurant that will deliver right to the store. Maybe breakfast at 6AM, or cocktails and appetizers at 5PM.
2. Call your local convention bureau or civic center to find out if any home shows are coming to town. Ask the promoter if they would be interested in partnering with you and a sponsor. Tickets can be:
 - Given away at the store level, or
 - Offered as a gift with purchase, or
 - Offered at a reduced price with proof of purchase.
3. Declare "Do-It-Yourself Month" at a certain retailer or group of retailers. Each week you promote how to do one easy-to-explain home improvement. Additionally, you have written instructions at retailer's specially marked displays available at any time during the promotion.

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Three Strategic Pointers

1. The best kept co-op secret in this category is that the special order products like window coverings, flooring and windows can be sold by any size retailer, and the square footage of the store is not necessarily directly proportionate to the amount of co-op they might have. Translation: small retailers could have big co-op bucks!
2. Since this category is practically non-seasonal, virtually any time is good to call on these retailers and manufacturers.
3. Since this category is split between focusing on the consumer and the contractor, there is no station, demographic-wise, that would be unsuitable for it.

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Read what radio pros, sponsors and guests have to say about The Money Pit:

"These days, every show must deliver great radio and create great revenue. The Money Pit is the perfect tool for both those needs"

**Phil Boyce, Program Director, WABC, New York
Citadel Broadcasting, VP, News/Talk Programming**

"Tom, Leslie and the entire team at "The Money Pit" work for our station as if they were local hosts. They care about making sure the program is timely, interesting and entertaining....and bend over backwards to work with our sales team."

Tyler Cox, Operations Manager, WBAP, Dallas, TX

"The Money Pit is the model for the future of syndicated programming."

**Paul Giammarco
Program Director, WPRO, Providence, RI**

"Going on the air with The Money Pit is always a pleasure. I can count on talking content and avoiding banter."

**Bob Vila, Home Improvement Television Host
Providence**

"Consumer home improvement sales have really taken off in recent years and The Money Pit has done an excellent job of keeping do-it-yourselfers and expert enthusiasts informed on the latest issues, tips and trends while entertaining them along the way."

Scott Bannell, Director of Advertising, Stanley Tools

"The Money Pit is audience participation at it's best. Listeners want to call because they make home improvement fun and easy. When I hear KFOR listeners calling the Money Pit every week, I know they have connected with our audience."

Coby Mack, Director of Operations, KFOR, Lincoln, NE

"These folks really get it!"

Dick Rakovan, Senior Vice-President/Stations, Radio Advertising Bureau

"The Money Pit is one of the liveliest, most entertaining shows I have ever heard -- It offers sound, easy-to-understand advice about real-world home improvement projects, backed by years of "been-there, done-that" experience. Beyond that, their program is just plain fun to listen to!"

Dan Harrell, Director of Marketing, Zircon Corporation

"We chose The Money Pit for KHNR for two reasons. The camaraderie between the hosts is perfect. They're balanced, entertaining and, above all, informative. Secondly, they teach in an easygoing manner. It's like getting great advice from your neighbor."

Michael Shishido, Program Director, KHNR, Salem Media, Honolulu

"The Money pit is an excellent example of the new breed of home improvement shows that are capable of bringing new audiences to talk stations and lots of extra revenue."

Michael Harrison, Editor & Publisher, Talkers Magazine

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