



## MEMO

TO: General Managers, Sales Managers, Program Directors  
FROM: Sylvia Allen, Business Manager, The Money Pit  
DATE: Thursday, May 18, 2006  
SUBJECT: HOW TO MAKE EVEN MORE MONEY with The Money Pit

The Money Pit's affiliate radio stations keep showing *us* new ways to make money with The Money Pit. So we figure that one way we can help you make more money is to share some tips and tactics that have been profitable for your fellow affiliates.

Based on recent requests from Money Pit stations, here is a summary of the various ways The Money Pit affiliates ask for our help and demonstrate the different revenue-generating options that are available through The Money Pit.

We hope you find these ideas useful. No other syndicated radio show works harder to make you money than The Money Pit. And that's not just us talkin.' That's what The Money Pit stations keep telling us. For more tips, keep checking **[www.MoneyPit.com/backdoor](http://www.MoneyPit.com/backdoor)**, which we update on a regular ongoing basis.

### 1. Custom copy reads by Tom & Leslie: FREE!

Need promos? Need commercials for Money Pit sponsors? How about spec spots to help you sell? Just send 'em in. Got writer's block? We've got some proven copy points you can work with, at **[MoneyPit.com/backdoor](http://MoneyPit.com/backdoor)**.

We're in the studio early each week, generally late afternoon on Mondays or Tuesdays, to record whatever our stations send us. Simply Email your copy to Affiliate Manager Skip Joeckel at [skip@moneypit.com](mailto:skip@moneypit.com). There's also a link to that dedicated address **[www.MoneyPit.com/backdoor](http://www.MoneyPit.com/backdoor)**.

### 2. Sales and Promotion support: You'll find that too at **[www.MoneyPit.com/backdoor](http://www.MoneyPit.com/backdoor)**, including:

- LOTS of facts-and-figures that will help you make-the-case to advertisers.
- Tom and Leslie-voiced promos you can produce with station jingle or voices.
- Tom and Leslie bios and photos for your Sales and Promotional kits, and web site? You bet!
- Templates for print ads. Just drop-in your – and your advertisers' – logos.
- There are even templates for off-the-shelf Avery Label stickers to slap on your Sales kit folder!

**3. For your station's web site?** We recently introduced The Money Pit Tip-of-the-Day, and it's already helping affiliate stations pitch Internet NTR. It will take your webmaster all of 60 seconds to simply paste-in a line of code...then, we'll do the rest. A handsome Money Pit Tip-of-the-Day will automatically update. And, like our Money Pit Minute on-air feature, The Money Pit Tip-of-the-Day has NO national sponsor. Sell it locally, and keep the money.



**4. Experts for Q&A when Home Repair is in the news:** Lots of smart Money Pit stations use us as a resource for stories after Katrina hit. Articles such as "How to discourage disaster", "Ten Tips for Eliminating Mold", etc. Just go to [www.moneypit.com](http://www.moneypit.com) ... we have thousands of articles. We should be in your morning show and newsroom Rolodexes. To book Tom or Leslie for an interview, call Money Pit HQ at 732-663-1071.

**5. Tom and Leslie IN YOUR MARKET?** Can-do! Sure, availability is limited, since you want more than the Tom and Leslie cardboard cut-out. But Money Pit stations do occasionally fly us in for any-or-all-of-the-following:

- Appear at a station event. Some Money Pit stations do home shows, which we emcee.
- Appear at a pre-existing Home Improvement event you want to appear like a station event.
- Make sales calls, or promotional appearances, at local advertiser events.
- Attend store openings.
- Do local media interviews, with TV or newspaper, in your market.
- Appear at, or emcee, listener events.
- Appear at, or host, an advertiser reception.
- Photo and/or video shoots at advertiser locations, or for station promotion.
- Live local on-air show on your station? Can-do!

Are any-of-the-above ringing-any-bells? Or is there an opportunity we haven't thought of? To discuss date availability and costs and expenses for in-market work by Tom or Leslie...or Tom and Leslie... call our Business Manager, Sylvia Allen @ 732-946-2711.

**6. Tom and Leslie VIRTUALLY in your market?** Still better than the cardboard cutout! Tom and Leslie do lots of virtual media tours, and can beam into your market, video-via-satellite, or audio via ISDN or Satellite. Sponsored web chat? Why not? Get creative. Then get to Sylvia to brainstorm your idea and investigate date availability and costs and expenses.

**Anything else?** If you've thought of a way we can help that we haven't thought of yet, do tell! ALWAYS eager to help you make money with The Money Pit,

Sincerely,

A handwritten signature in cursive script that reads 'Sylvia'.

Sylvia Allen  
Business Manager  
The Money Pit