



PROMO SCRIPTS

Promote The Money Pit on-air 7-days-a-week, for three reasons:

1. To give your local advertisers maximum bang-for-their-sponsorship-buck. When you support the show, retailers who sponsor it feel you're supporting their investment.
2. It's smart radio. The quickest way to increase ratings share is to get your existing listeners to listen more, especially more days-per-week. Be sure your weekday cume knows that you've got this helpful show on the weekend.
3. Because people aren't just doing fix-up projects on the weekend! Want proof? Visit a Home Depot or Lowe's store, or a locally-owned hardware store or lumberyard on a weekday.

Here's promo copy that has clicked for other Money Pit affiliates.

- If you'd like Tom & Leslie to record these for your station, simply edit the copy which follows. Replace what you'll see underlined with your station's information, and make any other changes you'd like. Then E-mail it to skip@talkshowsusa.com.
- Or, if you're a REAL do-it-yourselfer, write your own copy! Either way, we'll quick-turnaround the voicework, so you can have it on-air ASAP.

Based on what's working best at other Money Pit stations, we recommend three kinds of recorded promos:

- **10 second cuts**, customized for your station. Stations tell us these are useful two ways:
 - In :10 promo avails during other syndicated longform programming.
 - Over bumper music coming-out-of-spots during local programming.
- **What we call "thirty-tens:"**
 - These are produced cuts that consist of :20 of copy by Tom & Leslie, and leave :10 over the trailing music bed for you to add call letters, airtime, and to plug your sponsor, with copy such as, "THE MONEY PIT HOME IMPROVEMENT SHOW, SPONSORED BY LARSON LUMBER, SATURDAYS AT FOUR ON WXXX, AM TEN SIXTY."
 - [Click here to audition and download](#); then simply add local copy.
- **30 second custom promos.**
 - You'll find the copy for these and other :30s below. Simply edit, [E-mail](#) to us, and we'll get you voicetracks pronto.

Money Pit Promo “:10 RE-FI”

Leslie: REFINANCING YOUR MORTGAGE IS JUST THE BEGINNING.

Tom: NOW THAT YOU’LL BE HOME FOR A WHILE, GET COMFORTABLE.AMAZING-BUT-TRUE.

Leslie: LISTEN TO THE MONEY PIT HOME IMPROVEMENT RADIO SHOW,

Tom: [day and time] HERE ON [station].

Money Pit Promo “:10 SHOW UP”

Leslie: HOME REPAIR CONTRACTORS...WHO ACTUALLY SHOW UP???

Tom: AMAZING-BUT-TRUE. WE ARE! AND WE DO! EVERY WEEKEND!

Leslie: LISTEN TO THE MONEY PIT HOME IMPROVEMENT RADIO SHOW,

Tom: [day and time] HERE ON [station].

Money Pit Promo “:10 YOURSELF ALONE”

Leslie: YES-YOU-CAN DO-IT-YOURSELF!

Tom: BUT YOU DON’T HAVE TO DO-IT-ALONE! LET US HELP.

Leslie: LISTEN TO THE MONEY PIT HOME IMPROVEMENT RADIO SHOW,

Tom: [day and time] HERE ON [station].

Money Pit Promo “20-10 RE-FI”

Leslie: IT’S PROBABLY THE BIGGEST INVESTMENT YOU’LL EVER MAKE.

Tom: IT’S THE-ROOF-OVER-YOUR-HEAD!

Leslie: AND...THE FLOOR BENEATH YOUR FEET. AND EVERYTHING IN-BETWEEN.

Tom: I’M TOM KRAEUTLER.

Leslie: AND I’M LESLIE SEGRETE.

Tom: YOU CAN DO-IT-YOURSELF, BUT YOU DON’T HAVE TO DO-IT-ALONE!

Leslie: JOIN US EACH WEEKEND FOR THE MONEY PIT HOME IMPROVEMENT RADIO SHOW!

[Copy over trailing music bed: sponsor mention, day and time The Money Pit airs, call letters.]

Money Pit Promo “20-10 QUESTIONS”

Leslie: WHICH FREEZES FIRST: A HOT WATER PIPE? OR A COLD ONE? THE ANSWER MAY SURPRISE YOU.

Tom: WHAT’S ONE THING YOU SHOULD NEVER USE DUCT TAPE FOR? THE ANSWER WILL DEFINITELY SURPRISE YOU! I’M TOM KRAEUTLER.

Leslie: AND I’M LESLIE SEGRETE.

Tom: LISTEN FOR ANSWERS TO THESE AND OTHER GRIPPING QUESTIONS, EACH WEEKEND FOR THE MONEY PIT HOME IMPROVEMENT RADIO SHOW!

[Copy over trailing music bed: sponsor mention, day and time The Money Pit airs, call letters.]

Money Pit Promo “20-10 FREE ADVICE”

Leslie: THERE'S A SAYING THAT, “FREE ADVICE IS WORTH EVERY PENNY YOU PAID FOR IT.”

Tom: USUALLY TRUE...BUT WE'RE THE EXCEPTION! OUR ADVICE IS FREE...AND CAN SAVE YOU A PILE OF MONEY! I'M TOM KRAEUTLER.

Leslie: AND I'M LESLIE SEGRETE.

Tom: AND WE'RE TAKING YOUR CALLS, EACH WEEKEND, ON THE MONEY PIT HOME IMPROVEMENT RADIO SHOW!

[Copy over trailing music bed: sponsor mention, day and time The Money Pit airs, call letters.]

Money Pit Promo “:30 ON, ON, ON”

Leslie: ARE YOU ON-YOUR-WAY TO A HOME IMPROVEMENT SUPERSTORE, OR A LUMBERYARD, OR A HARDWARE STORE?

Tom: OR ARE YOU ON-YOUR-WAY-BACK TO THE STORE, BECAUSE YOU BOUGHT THE WRONG THING LAST TRIP? I'M TOM KRAEUTLER.

Leslie: AND I'M LESLIE SEGRETE.

Tom: WHETHER YOU DO-IT-YOURSELF, OR DIRECT-IT-YOURSELF, YOU WANT YOUR PROJECT ON-TRACK AND ON-BUDGET. AND YOU WANT TO SPEND LESS TIME ON-THE-ROAD.

Leslie: THAT'S WHY WE'RE ON-THE-RADIO, HERE, EACH WEEKEND, WITH THE MONEY PIT HOME IMPROVEMENT RADIO SHOW!

Tom: LISTEN SATURDAYS, 4 TO 6, ON AM ELEVEN FIFTY WDEL.

Money Pit Promo “:30 DRIP, DRIP, DRIP”

Leslie: IS THAT DRIP-DRIP-DRIPPING FAUCET DRIVING YOU CRAZY?

Tom: ARE YOU WORKING THAT TOILET HANDLE LIKE IT'S ONE-ARM BANDIT?

Leslie: IF YOU'RE INDEPENDENTLY WEALTHY, SIMPLY CALL THE PLUMBER.

Tom: OR, YOU CAN DO-IT-YOURSELF, IN JUST-A-FEW-MINUTES, FOR JUST-A-FEW-BUCKS. WE'LL TELL YOU HOW. I'M TOM KRAEUTLER.

Leslie: AND I'M LESLIE SEGRETE.

Tom: YOU CAN DO-IT-YOURSELF, BUT YOU DON'T HAVE TO DO-IT-ALONE!

Leslie: PHONE-IN YOUR FIX-UP QUESTION TO US, THIS WEEKEND.

Tom: ON THE MONEY PIT HOME IMPROVEMENT RADIO SHOW, SATURDAYS, 4 TO 6, ON AM FIVE NINETY. WHEN YOU NEED TO KNOW, WKZO.

Money Pit Promo “:30 SHOP TIL YOU DROP”

Leslie: WHEN YOU WALK THROUGH A HOME IMPROVEMENT SUPERSTORE, DO YOU FEEL OVERWHELMED? OR DO YOU SHOP-TIL-YOU-DROP?

Tom: YOU CAN DROP A SMALL FORTUNE, AND STILL NOT ACCOMPLISH YOUR HOME REPAIR OR HOME IMPROVEMENT PROJECT! I'M TOM KRAEUTLER.

Leslie: AND I'M LESLIE SEGRETE.

Tom: YOU CAN DO-IT-YOURSELF, BUT YOU DON'T HAVE TO DO-IT-ALONE!

Leslie: THAT'S WHY WE'RE HERE, EVERY WEEKEND.

Tom: PHONE-IN YOUR FIX-UP QUESTION. WE'LL GIVE YOU SPECIFIC ADVICE THAT'LL MAKE YOU A SMARTER SHOPPER AT THE SUPERSTORE, THE HARDWARE STORE, OR THE LUMBERYARD.

Leslie: JOIN US, FOR THE MONEY PIT HOME IMPROVEMENT RADIO SHOW, SATURDAYS, 4 TO 6, ON ***ADD A THIRD SET OF REAL CALL LETTERS ***.