

This webinar is presented to you **FREE** by your State Broadcasters Association



2nd

TUESDAY

Presented by: **Tim Burt**
LBS Creative Expert

BORING CREATIVE THAT SELLS!

TUESDAY, NOVEMBER 10TH, 2020 - NOON ET



There is absolutely a time and a place for simple (some would even say "boring!") spots and copy to get an effective message in front of your audience. In this session, we will discover **HOW** to develop these ads, **WHEN** it makes sense to do so, **WHY** they work so well when done correctly, and **WHAT** you can do to sell them to your clients and prospects. Afterward, there will be a **LIVE Q&A** session to provide an opportunity for you to ask Tim real questions that are on broadcast sellers' minds!

Register to reserve your spot today!

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