**Easter Treasures**

**Simple Telephone Presentation**

1. **Get decision-maker on phone. Introduce yourself.**

“\_\_\_\_\_\_ is Easter Sunday. During the week before, we’ll be airing some special features commemorating the life, death, and resurrection of Jesus Christ, and I thought you’d like to be included in what we’re doing. May I play a sample feature for you?”

1. **Play the sample feature.**
2. **Immediately after feature, read merchant’s ad copy.**

NOTE: If you don’t have a spot custom-written (and we certainly encourage you to have one), use one of the scripts provided as a place to start.

1. **Give your client his package options.**

Substitute your own package(s) and price(s); we recommend having three (3) choices – no more, no less.

“We’re going to be running the series from \_\_\_\_ to \_\_\_\_, and we can run that for you 21 times for $350 . . . 35 times for $550 . . . or 56 times for $750.”

1. **Observe the “golden silence”: be quiet & let your client decide!**

After he’s told you what he wants to do, thank him for his order and/or his time and move on to your next call!

**Sample Sponsor Tags (:08-:10 seconds)**

1. Brought to you by (\_\_\_\_\_\_\_\_\_business\_\_\_\_\_\_\_\_\_), in (\_\_\_\_\_\_\_\_address/location\_\_\_\_\_\_\_\_). This Easter Sunday, join us in celebrating the resurrection of our Savior!
2. (\_\_\_\_\_\_\_Business\_\_\_\_\_\_\_) is pleased to bring you this message. All of us at (\_\_\_\_\_\_\_business\_\_\_\_\_\_\_) wish you and your loved ones a Happy Easter!
3. Brought to you by (\_\_\_\_\_\_\_\_\_Business\_\_\_\_\_\_\_\_\_). On Easter, the whole world stops to celebrate the resurrection of Christ – we hope you have a blessed day!

**Sample Sponsor Scripts (:30-Second Adjacencies)**

1. Brought to you by (\_\_\_\_business\_\_\_\_), in (\_\_\_\_\_\_address/location\_\_\_\_\_\_). (\_\_\_\_\_\_\_\_\_Business\_\_\_\_\_\_\_\_\_) wishes you and your family a Happy Easter, and we invite you to join us in commemorating the resurrection of Jesus Christ, and His promise of everlasting life to all who trust in Him.
2. All of us at (\_\_\_\_business\_\_\_\_) would like to wish you and yours a Happy Easter. As we contemplate the empty tomb and our risen Saviour, we hope you’ll join us in celebrating the resurrection of Jesus Christ, and all that it means to us – now and in the life to come!