



TUCKER
FINANCIAL GROUP

TUCKER MEDIA STUDIO

TELEVISION • RADIO • DIGITAL

WELCOME TO THE TUCKER MEDIA STUDIO





We're thrilled that you've chosen to partner with us to bring your message to TV! As with any marketing, frequency and consistency will be key to making your TV commercials successful. Unlike some other forms of marketing, TV is a marathon, not a sprint but over time will be very rewarding. It will not only provide quality leads, but also give you a celebrity status that will follow you and boost your other marketing endeavors. Advisors that are on TV have reported an uptick in their seminar attendance, radio call-ins, social media leads, and much more!

We're looking forward to holding your hand through every step of this process and I give you my word that we'll do everything in our power to make this an enjoyable and successful venture.

Remember, you may be independent, but with Tucker Financial Group, you are never alone.

Justin Woodbury

Justin Woodbury
Chief Marketing Officer
Tucker Financial Group





PLANNING AHEAD

What to expect upon arrival

Plan on arriving in Denver the afternoon before your scheduled shoot to ensure plenty of rest. Our staff will help you arrange accommodations close to our studio.

Plan on spending at least a half day at the studio including two hours in front of the camera. On the morning of your shoot, please don't skip breakfast. We'll have snacks and drinks here for your enjoyment but it's important that you don't arrive on an empty stomach. If your shoot is scheduled for the afternoon, make sure to eat a good lunch as well.

Once you arrive and it's time for your commercial shoot, we'll introduce you to your host, get you microphoned up and settled behind the news studio desk. From there, we have two hours to shoot four, two-minute commercials, meaning, we'll have more than enough time for outtake, bloopers, redos and anything else we might encounter.

Professional hosts

Our hosts are trained professionals at making it feel like you're just having a casual conversation with your best friend. Once we wrap up the first commercial, we'll take a short break for outfit changes and then we'll record the second, third, etc.

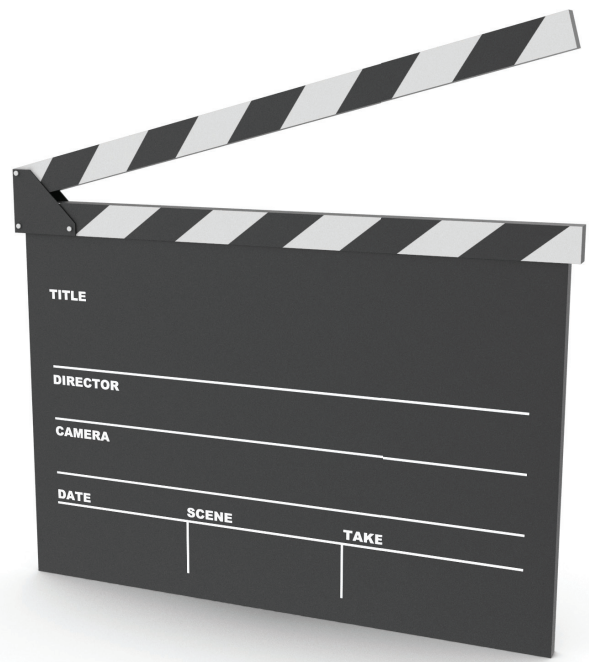
How should I dress for the filming?

Dress as you would if you are meeting with clients. If you're used to wearing a shirt and tie, wear a shirt and tie. If you meet with your clients in a suit, wear a suit. Make sure your clothing doesn't interfere with the studio lighting and green screen. Below are a few tips to think about when choosing your wardrobe.

- Stay away from contrasting or tight patterns, including on ties or scarves.
- Don't wear green, as it might contrast with the green screen.
- Avoid shiny clothes, including ties, blouses, or suits as they might reflect the studio lights.
- Avoid solid black or solid white. A black jacket over a white shirt/blouse is fine.
- Avoid lots of jewelry, as it can interfere with the audio as well as reflect the studio lighting. Keep in mind that less is more.
- Makeup is fine, but we'll have a makeup artist on site to make any last-minute adjustments.

Should I bring a change of clothes?

Yes, you'll need four outfit changes, but it's not as overwhelming as you might think. For men, bringing four different ties is all that's necessary, but you could bring a few different jackets as well. If you only wear slacks and a shirt, bring four different shirts. For women, bring a combination of four different blouses or tops.



POST-PRODUCTION

What if I am scared of being in front of the camera?

Our award-winning anchors have years of experience working with people every day that are terrified of the camera.

How long will my filming session be?

Plan on spending at least a half day in our studio with at least two hours filming four different spots.

Do I need to think about my diet/hydration?

Keep in mind you'll be filming in the Rockies, a mile high above sea level, so drinking plenty of water is a must. Also, stay away from dairy products. A great drink to sooth and clear your throat is hot water, honey, and lemon which we'll have available for you at the studio.



How often will my commercials be swapped out?

The answer to this all depends on the power of the content, it's relevance, your audience and ultimately the response rate. As a general rule of thumb, we'll run your commercials for a minimum of a month and a maximum of three months before swapping them out. Also, keep in mind that it will be rare that we'll run just one commercial at a time, but rather rotate them. Again, the metrics that we'll be tracking behind the scenes will determine much of that.

How long before I start to see leads from my commercials?

Being on TV is a marathon, not a sprint. Expect a minimum of nine months before you start seeing regular leads come in. The good news is that TV works! Once you're regularly established on TV, you will start getting regular leads. Imagine getting seminar-type leads without having to do a seminar. Once you record your spots, although we'll be working hard behind the scenes, all you'll have to do is wait for the leads to start coming in.

How do you choose what stations to advertise on and when to air my commercials?

We have a professional media buyer on our team that has over 20 years of experience. He is an expert at negotiating the very best price for the best airtimes on the best stations.



How will I know if my commercials are gaining traction?

You will know your commercials are gaining traction when you start getting leads. But there will be other ways we'll be able to track this. If you have your website with Tucker, we'll be able to track your visits to your site when your commercials are airing. Also, we'll start a Google Ad words campaign so if anyone Googles your name or company name, you'll show up at the top of searches. Tracking your searches and website visits will also allow us to tweak what commercials we show and how often we show them.

Once my commercials start airing, do I need to be on standby for phone calls?

It's very important to ensure that if someone calls in from your TV commercial, they get a live person on the other end. However, that doesn't have to be you. In fact, we recommend that it not be you on the other end of the phone, as it diminishes the celebrity status you just achieved by being on TV. We recommend using an answering service to ensure that, regardless of what time someone calls in from your commercial, they'll be able to speak with a live person. During business hours, your staff should be able to answer any calls that come in.

Can I do a commercial with my business partner or associate?

Yes you can! Especially if your partner/associate is an expert on a particular topic. If you want to do a commercial spot with your business partner, you can do it any time. However, if you are the business owner and you want an associate/employee to join you, we recommend waiting six months until you've established your brand/credibility.

Final footage

When we've finished recording the last commercial, our audio/video team will review all the footage to make sure we don't need to re-shoot anything. After that, you're done, but our work is just beginning. We'll go through all the footage and create four commercials worthy of representing your company and brand. Then we'll work with the different media outlets to ensure that your investment is being used to its best potential.

What if I need to cancel? Am I locked into a contract?

A little-known secret in the industry that media stations don't want you to know is that as long as you give them two weeks' notice, you can cancel at any time and are not locked into a contract.

PREPARATION GUIDE

ACCOMMODATIONS

- Plan to arrive in Denver the afternoon before your scheduled shoot.
- Coordinate with the studio staff for nearby accommodation options.

MEAL PLANNING

- Eat a substantial breakfast on the morning of your shoot.
- If your shoot is in the afternoon, have a good lunch before arriving at the studio.

CLOTHING CHOICES

- Dress as you typically would when meeting clients.
- Avoid clothing with tight or contrasting patterns.
- Do not wear green, shiny clothes, solid black, or solid white.
- Keep jewelry minimal.
- Makeup is acceptable, but there will be a makeup artist on-site for touch-ups.

OUTFIT CHANGES

- Prepare four different outfits or combinations as needed.
- For men, consider bringing different ties or jackets.
- For women, have four different blouses/tops or suitable combinations.

HYDRATION AND DIET

- Drink plenty of water, especially considering the high altitude in the Rockies.
- Avoid dairy products.
- Enjoy hot water with honey and lemon available at the studio for throat comfort.

STUDIO ARRIVAL

- Arrive at the studio well-rested.
- Plan for at least a half-day at the studio, with a minimum of two hours for shooting.

CAMERA PREPARATION

- Relax and trust the experienced hosts.
- Prepare for shooting four, two-minute commercials, including possible outtakes and outfit changes.

POST-SHOOT PROCESS

- After recording, the audio/video team will review footage for potential re-shoots.
- The studio will create four high-quality commercials representing your brand.

LEADS AND TRACTION

- Monitor leads through website visits and online searches.
- Expect results to build gradually over a minimum of nine months.

COMMERCIAL ROTATION

- Commercials typically run for one to three months, with rotation and adjustments based on metrics.

CAMERA SHYNESS

- Don't worry about being in front of the camera; experienced hosts will make you feel comfortable.

MEDIA SELECTION

- Trust the professional media buyer to select stations and air times for optimal exposure.

HANDLING CALLS

- Ensure that calls from your commercials are answered by a live person.
- Consider using an answering service to maintain your celebrity status.

PARTNERS OR ASSOCIATES

- You can include business partners or associates in commercials after establishing your brand/credibility.



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CONTACT YOUR MARKETING DEVELOPERS TO LEARN MORE ABOUT HOW WE CAN HELP.

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