

Title: Effective and Free Marketing Using Print, Television, and Radio

February 25, 2006

By: Tom Feiza – Mr. Fix-It

Seminar Description:

Any home inspector can use the media for free and effective marketing. But how do you get your big break? Is it all luck? You can jump-start your mass media marketing efforts by following the lead of an experienced media professional. Home Inspector and ASHI member, Tom Feiza (Mr. Fix-It), has been working in radio, television and print media for over 20 years and he is here to share his secrets. Learn how Tom markets his home inspection business and how he developed successful media ventures. Learn media savvy from an experienced home inspector, not a marketing consultant.

Primary Learning Objectives:

1. Provide home inspectors media marketing ideas they can use.
2. Instruct home inspectors on how to work with the media.
3. Share 20 years of media experience from a home inspectors perspective.

1 hour long

Formal Presentation – Power Point, Overheads, Handouts

Please note: The presentation has been totally revised and updated for 2006