

HAMMER YOUR MESSAGE HOME

TOM PROVIDES EXTRA VALUE

Schedule one of Tom's seminars, and you'll get more bang for your buck! Tom's media appearances and published work help promote your event and create more interest in your sessions. These services are free to seminar customers.

TELEVISION

Tom's highly visual demos are a natural for local television news programs. With hundreds of such appearances under his tool belt, Tom can present several quick home improvement tips with props. His engaging personality connects with the local TV host and the viewing audience. Most TV stations seek this kind of hands-on information and are happy to feature a celebrity you're bringing to town. Simply set up an appearance with the local station at a time that fits into Tom's schedule at your show.

RADIO

Tom excels "on the air" in local radio shows. He's an expert at answering home repair questions, thanks to years of experience at hosting his own radio call-in program. Tom also gives great interviews, complete with his trademark sense of humor and lively interaction with the show's host. To arrange a radio appearance, contact your local talk radio station and set up a time that fits Tom's schedule at your show.

PRINT MEDIA: NEWSPAPERS, MAGAZINES, AND NEWSLETTERS

Tom can provide home improvement articles, Q&A columns, or simple "home tips" you can distribute to local print media and publish in your event promotion materials. These articles directly connect to Tom's presentation, and we suggest publishing your seminar schedule next to the article. You can obtain appropriate media information with a quick call to our office. You'll also need to contact your local newspaper; be sure to ask whether the editor wants special event information for the paper's home section.

BOOKS

Tom will provide his books *How To Operate Your Home* and *Just Fix It* for sale at a discount during your event. These popular softcover books reinforce what your audience learns at Tom's fun and informative sessions.

"Tom never fails to draw a large crowd!"

- Susan Muller, Home Shows Director,
Metropolitan Association of Realtors

"This was the most helpful staff development activity we've had all year."

- Robert Demperio, Wisconsin Technical College System Board



"I was learning things, but he was making it so much fun that it didn't feel like I was learning. I found myself quoting him at work."

- Wendy Shockley, Women's Exchange

"Tom got the top scores for all 15 presenters, and it was a tough group [at a speakers' bureau showcase]."

- Cindy Anderson, Associated Speakers

Mr. Fix-ItTM
TOM FEIZA - "MR. FIX-IT", INC.

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