

## **STEP FIVE:**

### **Effectively Testing Day Parts**

Effectively Testing Day Parts is all about finding the Consumer that wants to buy your product, and you find the Consumer, by strategically testing each day part!

© Think Day Parts, Not Just Time Periods!

The initial 1 – 2 week test is to see if the phone rings... but when a show passes that phase and goes into the roll out phase, the goal is to build day parts to find the consumer that wants to buy your product. This is all about patterns and trends.

To Test: Of course we all start with weekend daytime, scattered with a few late nights, which are currently paying out the best, for a variety of different shows. This is time that is getting great response and the rate is still very reasonable.

You establish day parts, by testing each station in the market with the day parts. The goal is to build your reach to include as many viewers as possible. Day Part by Day Part. Market by Market. If it pays out... Keep Building!

I will never forget: years ago, I was buying for the first impotent product, it was doing great, and I tested 3 half hours in Lake Charles, LA... and all 3 half hours got zero. I called the NSM all three times and explained to her that the show was doing well all over the country, and I felt there must be something wrong... I didn't think the show actually aired.

She assured me she would look into it, and call me back. As promised, a few days later she called me and said, "Your shows did air! I am sorry Gabriella, but evidently all the men in Lake Charles can get it up!"

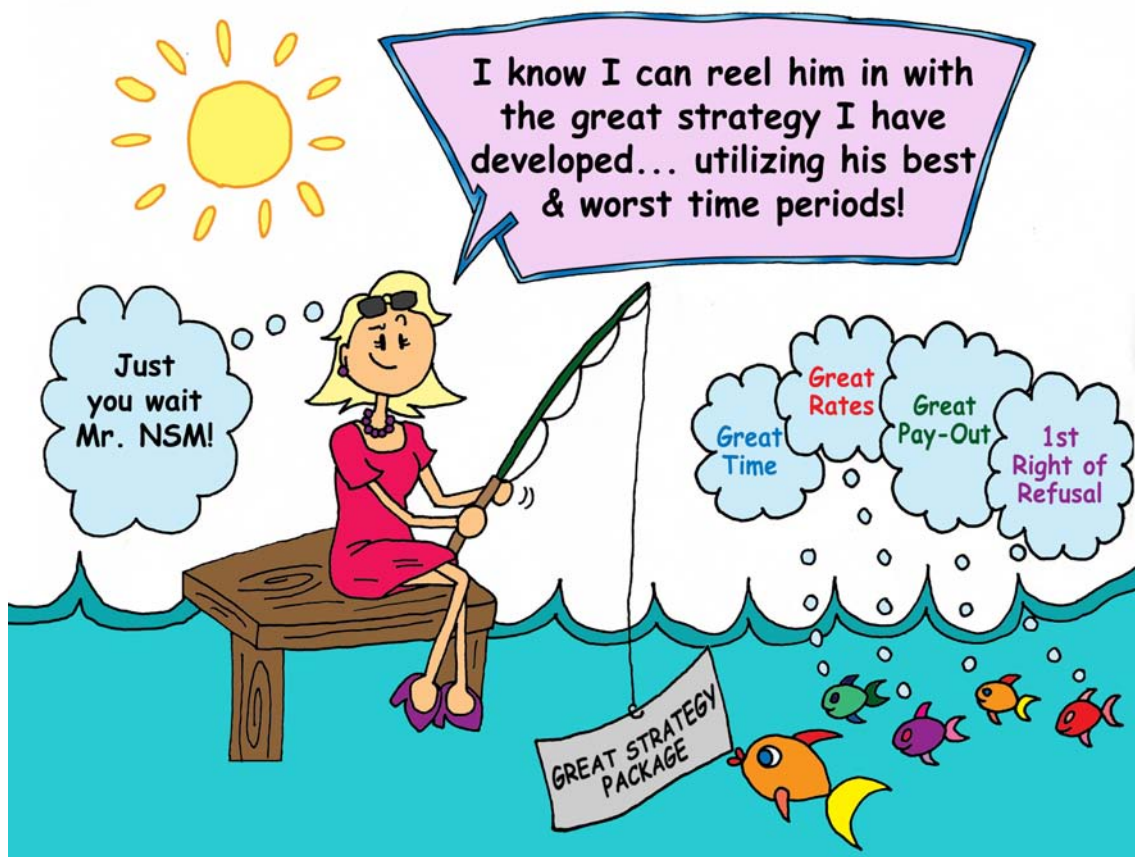
Moral of the story is: Sometimes, our products are doing great, but don't work in certain markets.

*Your job as the buyer is to find that out - through testing!*

1. If you skipped day parts last quarter, now is the time to fill in the gaps. If you had tests that worked, but you never bought more, now is the time to fill in the gaps.
2. How many day parts were tested for each show title? How many day parts were not tested for each show title? What patterns and trends do you see in the pay-out for different day parts? What new show titles do you have that are in the same product category of day parts you have already tested? Just follow the trend and patterns to test more, more, and more!
3. If you have a station list without having the entire market, then analyze the market report to see what your past history Market Reach and Pay-Out is. This will tell you volumes about what to do this quarter on each station, in every market. (It is also OK, to ask for the whole market.)

## Concept Six:

**ALWAYS PACKAGE  
THE GOOD WITH THE BAD!  
Aka  
YOU GOTTA' GIVE TO GET!  
Aka  
REEL EM' IN!**



## 'Reel Em' In' with a Great Packaging Strategy

The best way to consider the station's needs: is to package their worst times with their best times. How can you make their life easier? How can you get the respect you deserve as a buyer?

[Answer]: Show the station what a great businesses person you are! Show them that you understand what a realistic outcome looks like with all of his avails. Really know what you can accomplish with his avails, his market reach, and at what rate! Show him or her what it takes to put the quarter to bed... with minimal cancellations and revisions.

Let him know that you are a big picture person... that you are not after just a few of his best half hours ... but that you are interested in all of his day parts to maximize his market reach, for all of your clients.

You can do this by really studying your avails. Once you have laid out a strategic plan for your avails – share your strategy with the NSM... and watch the magic begin! He will seriously respect how much you know your business, and his!

The one thing that never fails to amaze me: when I call a paid person for avails (in-between bidding wars) the first thing they say is, "What are you looking for, weekend half hours?"

I always say, without exception: "No. I am interested in everything you have!" You can feel the paid person's delighted surprise right through the phone! Without exception, they always say, "Really!? OK.... That's great!!!" They instantly become very interested in me as a 'customer'! I get their full attention - instantly!

In reality: I need their worst time periods so I can offset the rates of their best time periods... plus: I don't want to miss out on any opportunity to maximize my market reach!