

The Radio Producers – Radio Scripts

Writer/Producer: Jeff Mustard

Spot title: “Cut my Taxes” - Spot #1

Male 1: Cut my taxes

Male 2: Cut my taxes

Male 3: Cut my taxes

Male 1: I make a lot of money, I pay a lot in taxes, and I’m tired of it... (:07)

Male AnnCR: If you make a lot of money, are self-employed, are a business owner, a well-paid career professional or a high net worth individual, and you’re tired paying a lot of taxes, we can help...: :08) (all yellow – keep exactly same, copy and voice over already produced) – new body copy below)

Male AnnCR Read:

Since 1998 we have helped more than 7000 clients across the country save more than half a billion dollars in taxes. That’s right, a half billion dollars. The average American pays 31% in taxes. Our clients pay an average of 15% in taxes...15%...If you want to keep more of your money, pay less in taxes, and protect your assets, then call us right now... call now and we’ll also send you our FREE TAX report that will show you how we can save you thousands of dollars.

AnnCR: Outro: just dial #250 on your cell phone and say “CutMyTaxes,” and you’ll automatically be connected to our offices and instantly receive a text to your phone with a link directly to our website. Just dial #250 and say CutMYTaxes, that’s #250 and say “cut my taxes” 46

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Writer/Producer: Jeff Mustard

:60 – Title: “Tax Strategies” – Spot #2

Copy:

Open:

Attention business owners, high-income earners and high net-worth individuals – if you’re tired of paying a lot of taxes, we can help. 21

Body Copy:

Last year we helped our clients save more than \$23 million dollars in taxes. Since 1998, we’ve helped more than 7000 clients nationally save more than half a billion dollars in taxes. That’s right, a half billion dollars.

How do we do this? Most tax professionals commonly use 15 to 20 tax strategies. We use more than 400. The average American pays 31% in taxes. Our client’s pay an average of 15% in taxes. Our Tax Strategies were developed by a team of tax lawyers and CPA’s. We know what you can and cannot do.

Call right now and we’ll send you our FREE TAX REPORT that will show you how we can help you save thousands of dollars in taxes.

Outro: just dial #250 on your cell phone and say “CutMyTaxes,” and you’ll automatically be connected to our offices and instantly receive a text to your phone with a link directly to our website. Just dial #250 and say CutMYTaxes, that’s #250 and say “cut my taxes” – 46 words / :15

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Writer/Producer: Jeff Mustard

Radio :60 – Title: “Quarterly Tax Savings” – Spot #3

Open: Attention business owners - this is important information about your quarterly estimated payments! Do not pay them until you talk to Tax saving professionals

Tax Saving Professionals is a tax strategy company that has a proven method to save you money on your payments. The “tax meter” is always running, but we’ll show you how to slow it down (*sfx under of a “meter with a cash register ringing behind it,” that is then smashed*), with proven, time-tested tax strategies that will help you pay less taxes every quarter including your next payment, helping you to keep more money in your pocket.

Since 1998, we’ve helped more than 7000 people from around the country save more than a half billion dollars in taxes. That’s right, a half billion dollars. The average American pays 31% in taxes. Our clients pay an average of 15% in taxes. 43

If you want to keep more of your money, pay less in taxes, and protect your assets, then call us right now... so don’t write that next quarterly tax payment or mail your estimated tax bill just yet... call us right now... (full read to here from top: :45)

Anncr: Outro: just dial #250 on your cell phone and say “CutMyTaxes,” and you’ll automatically be connected to our offices and instantly receive a text to your phone with a link directly to our website. Just dial #250 and say CutMYTaxes, that’s #250 and say “cut my taxes”

(Read this as a “slogan line): You have to pay taxes; we just help you pay less of them. It’s your money; we’ll help you keep it. 21

Good phrasing – keep: \$23 million dollars. That’s right, \$23 million dollars. That’s about how much money we helped our clients save on their taxes last year alone. 24

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Writer/Producer: Jeff Mustard

Length: :60 | Title: Quarterly Payments #2

Male VO

If you are a business owner and if you make estimated quarterly tax payments, this message is for you. Startig with your very next quarterly tax payment the Tax Saving Professionals can help you pay less money and keep more cash in your pocket.

Whether you want to improve your cash flow, purchase new inventory or equipment, or even pay yourself a better salary, the Tax Saving Professionals have proven, time-tested strategies that will show you how you can immediately reduce your estimated quarterly payments.

Last year we helped our clients save more than \$23 million dollars in taxes. Since 1998, we've helped more than 7000 clients nationally save more than half a billion dollars in taxes. That's right, a half billion dollars. Don't wait, don't delay and do not miss this opportunity to keep more cash in your pocket and reduce your estimated quarterly tax payments...call us, right now... (*time to here: :45*)

Anncr: Outro: just dial #250 on your cell phone and say “CutMyTaxes,” and you'll automatically be connected to our offices and instantly receive a text to your phone with a link directly to our website. Just dial #250 and say CutMYTaxes, that's #250 and say “cut my taxes” –

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Writer/Producer: Jeff Mustard

Title: Parrot | Length: :60

Scene/setting: Office Environment – 2 men, 1 has a parrot on his shoulder

SFX: Office environment

Man 1 (this is the man with the parrot on his shoulder): **Hey Ray**

SFX: parrot screech

Man 2: (a little shocked) **And, hello there...Drew...whatcha got there on your shoulder...**

Man 1: **It's a Parrot**

SFX: Parrot Screech, parrot says: **cut my taxes**

Man 2: **Uh, yes, but why do you have a parrot on your shoulder?**

Man 1: **It's a reminder...**

SFX; Parrot Screech

Man 2: (quizzical) **um, a reminder of what...**

Parrot: **cut my taxes, cut my taxes**

Man 1: **uh, there ya go, he just said it...**

Man 2: **What? "cut my taxes."**

Man 1: **yup, exactly, it's a reminder of how much money I'm saving...**

Man 2: **Saving on what?**

Parrot: screech **"cut my taxes, cut my taxes"**

Man 1: **Like the bird says, "My taxes." I'm getting this really smart tax advice from the Tax Saving Professionals, since 1998 they've helped more than 7000 clients save more than half a billion dollars in taxes.**

Man 2: **What, that's insane...**

Parrot: **cut my taxes, cut my taxes.**

Man 1: ...What's insane is that the average American pays 31% in taxes and the average client at Tax Saving Professionals pays 15% in taxes...

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Man 3: (man 3 enters, sfx footsteps) **Hey guys, so, Drew, whatcha got there?**

Man 2: **I'll let you and the bird handle this...**

(time permitting) Parrot Screech, **cut my taxes, cut my taxes**

Anncr: Outro: just dial #250 on your cell phone and say “CutMyTaxes,” and you’ll automatically be connected to our offices and instantly receive a text to your phone with a link directly to our website. Just dial #250 and say CutMYTaxes, that’s #250 and say “cut my taxes” – 46 words / :15 seconds
