

SAMPLE SCRIPT: NOT FOR AIR

CLIENT: Marco's HVAC

WOMAN 1: I had a very nice man over to the house yesterday. He had x-ray vision.

WOMAN 2: You had a man over who had x-ray vision?

WOMAN 1: Yes. He was amazing!

WOMAN 2: Didn't that make you...uncomfortable?

WOMAN 1: Not at all. His x-ray vision powers only work on furnaces.

ANNC: Got a furnace that needs rescuing? Marco's Heating and Cooling can literally see inside your furnace pipes for cracks and safety concerns. It's not x-ray vision, it's a device called "The Inspector" that can look inside your heating or cooling system so you can see the problem for yourself. Marco's "Inspector" can find and diagnose what no other heating and cooling company can. So repairs are exact, and you can take steps to avoid costly breakdowns. Call Marco's at 203-555-8089, or visit marcosac.com, and schedule your heat tune-up today!

WOMAN 1: Let's just be glad he only uses his furnace x-ray vision powers for good.