

CLIENT: Shorewest Realty  
TITLE: "Lesson Tape"

**SPECS:**

TEACHER: We're thinking female for this one (but could go male?). All you need to do is listen to a foreign language tape to know what we're looking for. Very deliberate, practiced, robotic almost. Oh and happy!

JIM and FRED: Both average, middle-class guys. The kind of guy you'd like to have as a friend (until he won't help you move, that is!)

ANNOUNCER: again, thinking female, but could go male. Smooth, friendly, intelligent.

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**COPY:**

TEACH Welcome to language lessons. This is learn to speak: get out of helping a friend move. Lesson one. Practice: Ooo, sorry. I'll be out of town. Ooo, sorry. I'll be out of town. Example:

SFX (Now played as an interaction.)

JIM Hey Fred, could you help us move this Saturday?

FRED Ooo, sorry. I'll be out of town.

TEACH Lesson two. Practice: Wow. I'd love to help you move, but I've got this back thing. Wow. I'd love to help you move, but I've got this back thing. Example:

JIM Hey Fred, could you help us move this Saturday?

FRED Wow. I'd love to help you move, but I've got this back thing.

TEACH Lesson three. Advanced. Practice: Hey sure, I'll be over bright and early. Oh, wait. Did you say this Saturday? I'll be out of town. And I've got this back thing. Hey sure, I'll be over bright and early. Oh, wait. Did you say this Saturday? I'll be out of town. And I've got this back thing.

ANNCR Because Shorewest gives their agents just the right mix of advertising tools, market insight and personal skill to get homes sold quickly, more and more people may soon be moving. Start planning your excuses accordingly.  
Shorewest. Smooth move.