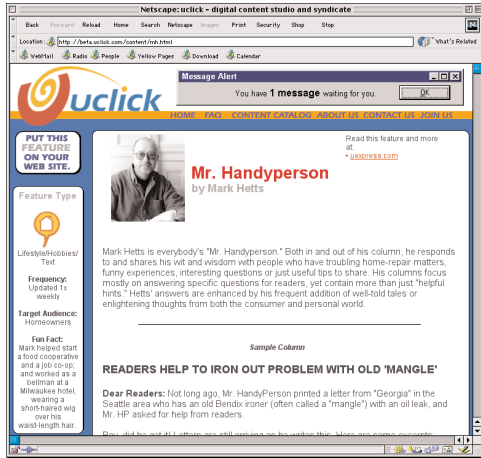


# Mr. HandyPerson

demo url <http://content.uclick.com/content/mh.html>



Mark Hetts is everybody's "Mr. HandyPerson." Both in and out of his column, he responds to and shares his wit and wisdom with people who have troubling home-repair matters, funny experiences, interesting questions or just useful tips to share.

Hetts' MR. HANDYPERSON columns focus mostly on answering specific questions for readers, yet contain more than just "helpful hints." Hetts' answers are enhanced by his frequent addition of well-told tales or enlightening thoughts from both the consumer and personal world. He has a unique way of establishing friendships through the written word, making people understand they are talking to someone who is truly interested in their plight and progress.

Hetts talks the language of the exasperated homeowner because he's been one. Years ago, he and his family built their own home from Milwaukee lumber salvaged from urban renewal. His home repair and fix-it experience grew from that time forward, and he calls upon those experiences as he calms and encourages people to try things "just one more time."

## feature type

text

## frequency

1x / week

## delivery methods

FTP, UClick®

## target audience

wide appeal

## About the Creator:

Mr. HandyPerson is Mark A. Hetts, who was born in Waukesha County, Wisconsin, and grew up on a street called Elmwood Drive (which, after the devastating Dutch elm disease epidemic, should have been renamed "Lots of New Tract Houses With Very Few Trees Drive").

He attended the University of Wisconsin-Milwaukee and Madison for roughly four years, studying to be, variously, a teacher, an art teacher, an artist, an architect and a dancer. Before moving to San Francisco in 1975, Mark helped start a food cooperative and a job co-op; and worked as a bellman at a Milwaukee hotel, wearing a short-haired wig over his waist-length hair.

In the mid-'80s, after a number of other "careers," some friends offered to pay Mark to help rebuild their back porch. "It had never occurred to me that I could actually earn money doing such work, since I was always too broke to hire anybody to do anything in the appalling slums in which I lived over the years. As it turns out, there are a lot of people living in urban areas who have more money than skills...and who do hire people to help." Almost instantly, he had more work than he could handle, and he stopped taking new clients.

Periodically, Mark would send a letter to his regular clients to let them know about rate increases or debilitating injuries, and they were so amused by them that they urged him to start a newsletter. In 1992, MR. HANDYPERSON was launched.

Since then, the San Francisco Chronicle has featured a weekly MR. HANDYPERSON column, and recently, Mark has been a guest on "Whad'Ya Know?" with Michael Feldman on American Public Radio, among other highlights.



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