



I'm mad as HELL

this waiting around for someone else to rescue
my job and the radio industry SUCKS

1. start with your job responsibilities / what do you want to change?

what is your best message and how to deliver it for best positive effect

2. what is your core message that you use every day

3. what retail and service industries have you not contacted?

look for new or different markets

some businesses are not best radio broadcast candidates
this includes home repair and cleanup, mortgage companies,
real estate support organizations, insurance, financial agents, etc.

4. don't worry about cost, your shows are free and shows you sell the customers cost less
than typical production of a radio advertising message

5. invoice the customer, receive payment

6. if caught, ask for forgiveness

without field messages, the job's not worth fighting for

after all you are selling things and positioning customer for radio advertising purchase

7. repeat, this time a little bit more publicly

8. ask other customers for their field message business

9. ask for a few minutes conversation about radio advertising



Since there is NO charge for radio station shows, it is in your best interest to have as many shows as needed, to start your message, to set appointments, follow up after a conversation, bridge between meetings. Each show's purpose should be to educate, to attract new customers and sell as much and many radio advertising packages as possible.