

TalkRadioROI.com

Talk Radio's most-respected ears can dramatically increase your New Business Development results.

IT'S ALL ABOUT THE CALLS.

How a simple, proven technique can fill your "Sales funnel," and make you sound approachable and pre-eminent.

New client acquisition is a great big numbers game. **Your specific goal is simple and measurable: more "sits,"** those no-cost, no-obligation in-office consultations, where prospects become clients.

Thus Talk Radio, where **callers' questions enable you to transcend mere advertising.** Listeners hear...

you...listening. And they take comfort in your caring manner and confident expertise.

So caller quantity AND quality is the ball game.

For your purposes, Talk Radio needs to be dialogue, not monologue. A steady stream of callers implies that you are authoritative and approachable.

But high call count is only half the success formula. To maximize your Return On Investment, **callers' issues/challenges/situations need to be both relatable to listeners AND pertinent to your area(s) of practice.**

And, because you yourself are a Talk Radio aficionado, you know that the callers themselves are a

factor. Some are great...others are worth ducking.

If you've been hosting Talk Radio for a while, the show we're describing might sound too-ideal-to-be-real. But it's not.

Simply repurpose a tool you already use: voicemail.

Call-in shows that only field

callers in real-time are making a fundamental mistake, for four reasons:

We live in an on-demand culture. SO, in

addition to its live airtime, **your show needs a podcast afterlife, which can also invite calls to a 24/7 number.** AND because you can offer that number elsewhere in your marketing. AND because some callers might be too shy to call while you're on-air live.

Before each live weekend show, you can cull cream-of-the-crop voicemails, then sound darn popular on-air.

And maybe take-back your weekend! Pre-assemble what'll sound like a lively show. Then golf.

Ask us how shows we work with handle the nuts-and-bolts.

YES YOU CAN HAVE ONE-CALLER-AFTER-ANOTHER...AND EVERY ONE OF 'EM ASKING QUESTIONS THAT ARE RIGHT IN YOUR LANE.

HOW TO HELP NEW CLIENTS FIND YOU...

Yes, they find you, not vice-versa.

That's the difference between merely "advertising" and, instead, "marketing."

If your phone isn't ringing-off-the-hook – on-air and in the office – you need a coach and a strategist.

For 2-plus decades, **Holland Cooke** has been Talk Radio's most-respected consultant.

Previously, he programmed WTOP/Washington, then was VP of a new media unit at USA Today.

He can draw the road map to new business and work closely with you to optimize your on-air, online, and Social Media presentation, and boost your ROI.

Ask how. "The lines are open:"

401-330-6868