

INSIDE RADIO

THE BLUE PAGE

CLOSING THE SALE WITH GREAT CREATIVE!

Creating commercials that sell may seem to be a difficult process, but it doesn't have to be that way. Bad radio commercials are usually the result of a salesperson sitting at their computer at 3:00 in the afternoon trying to develop a campaign that starts the next day. More often than not, the person who is responsible for writing the copy of a \$5,000 or \$50,000 order has no experience in strategic copywriting and no idea how to make the phone ring for the client. And then there's the overworked production department, staffed with fewer and fewer people these days...

“Radio commercials should be the glue that holds your station's format together.”

D.J. Williams, President of The Jetset Media Workshop and author of the forthcoming book, “soundBAIT: Creative Weapons of MASS Distraction”, has watched this situation happen time and time again. “Sales, production and traffic are all running on different schedules, and because of a lack of communication, accountability and efficient process between all 3, there are too many opportunities for missed deadlines and mistakes



that can contribute to a client saying those 8 deadly words—I tried radio once and it didn't work.”

“Jetset can help improve the communication between sales, traffic and production.”

The Jetset Media Workshop is a team of creative writers, producers, voices, actors, singers and salespeople that know how to play a supporting role and assist account executives in the opening and closing of deals through the use of “soundBAIT” SPEC Spots. Williams points out, “Everyone has their own style and comfort level during the prospecting phase of a sale, so we've decided to go beyond just developing commercials and are now offering several different tools, including creative department management, advergaming solutions and the customization of insured contests that can be introduced and implemented into your own day-to-day routine.

“Jetset can help your station toss out the traditional production order.”

Williams says “We offer stations a safe, security protected, online solution that is accessible from anywhere and doesn't require the purchase of any hardware or software. It's a really good way for a station to stay organized where your commercials will not only sound better, they will sell better.” SoundBAIT can help radio stations...

- ▶ introduce a cost-effective, creative workflow management system
- ▶ see an immediate increase in production efficiency and content quality
- ▶ build an in-house/intra-company roster of shared company talent
- ▶ eliminate missed deadlines and overflow problems
- ▶ accommodate special projects and keep sellers where they belong...on the street selling

Why Stations Love It:

- ▶ manages script writing, voice talent and production
- ▶ saves on consumables (paper, ink, fax)
- ▶ connects company resources/integrates vendors
- ▶ no IT burden/ free help desk
- ▶ affordable monthly fee/no contracts
- ▶ work is never removed/always backed up
- ▶ production orders will be properly filled out
- ▶ in-house producers will not be interrupted
- ▶ more time to be creative

Is your station or cluster in need of help in the sales, traffic or production department? Maybe all three? Find out what The Jetset Media Workshop can do for you.



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