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Secrets Of FREE Radio Advertising

By Tony Boswell

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Have You Ever Thought About Or Wanted To Advertise Your Internet Business In Radio, But Didn't Know How Or Thought You Couldn't Afford To?

Well...What If I Told You It Was Completely Possible To Advertise Your Internet Business On The Radio Without Spending A Dime?

That In Fact...I'm Doing It Every Day!

But you DON'T have to believe me...simple fact is – I don't want you to!

Why? Because I want you to be a smart business owner and do a little research by having a look for yourself. Just go to <http://extremetracking.com/open;ref1?login=shyl1> any time day or night and look at the radio station's driving people to my website - and oh yeah – it's NOT costing me a SINGLE PENNY!

Have I got your attention now?

Good, but first, let me begin by telling you how my day starts. I get up about 3 am and do a little research. By 4 am I have sent off a couple emails, that I know will eventually bring me LIVE in front of several 100's of THOUSANDS of highly motivated, and targeted consumers for my product. You read that right, just a couple emails.

How am I doing this? It's real simple, I took the concept of an infomercial and combined it with another marketing idea from the 1950's and it just evolved into one BIG snowball...

The Backdoor Policy

One night while I was flipping through channels on the boob tube, I seen a product exactly like the one I am promoting for an affiliate program and a light bulb came on. I said, "HEY! Here's this product I

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have been working with in an affiliate program and it's on TV, and people are already being exposed to it!"

However, unlike the infomercials, where it's advertised within the confines and Surrealness of "TVLAND", and having some people you don't even know trying to pawn some product off on you, in radio you have HOSTS that you know and trust on a more `personal' level, because you listen as they discuss topics that are real to you every single morning. And SOME people listen religiously, just like having to have that cup of coffee in the morning.

I said, "Hey, I can get in on this Gig, I've done it 1000's of times with my bands! Why should some product make this time any different – after all, my music was my product last time – wasn't it?"

Recognition Through Association

So taking that even a step further...what would happen if you got these HOSTS actually interested in your products and services...and they in turn, got their listening audience interested in your products and services? I'm talking about 100's of THOUSAND of people that trust and know these morning radio show hosts.

Just imagining the profits gives me goose bumps – and seeing the proof in my bank account is inspiring! It's incredible to say the least.

Now, In radio, with the morning shows...the listening audience is reminded every day of your product just by listening to these hosts (DJ's), because they know and trust them!

It's like talking to a friend and remembering, "Hey, wasn't "Joe" saying something about such–n–such yesterday when we were talking? I think I'll give him a call later and ask him some more about that." The result is that people are remembering what the topic was the day before, your product. And there are alot of other ways people are reminded as well! I bet you even remember some of the topics of you local radio show from this morning – don't you?

And it all boils down to memory retention, recall and recognition through Association. And the Multi–million Dollar companies and Multi–National Corporations have known how to use this for years, and have been using it.

That's how using morning radio show talk hosts to promote your product to 100's of thousands of their listening audience can literally make you 1000's of dollars in a matter of minutes. If THEY think it's okay or are even interested in it themselves...wouldn't you be inclined to agree – or at least take a closer look into it for yourself, as if a good friend just told some incredible story about a product that they were using? Friends, let me tell you something – If you have a killer lead capture system and a KILLER sales copy on you web page, your potential to grow a money tree overnight is astronomical!

People Told Me I Couldn't Make Money On The Internet Without First Spending A Little....

And because of that, they wouldn't even have a look into what I'm doing...and ya know what else?

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I'm laughing at them all the way to the bank!

Because it gets even better...most of these radio stations are more than willing to give you 100% FREE advertisement and there are a TON of things radio stations do every single day that will get them promoting your product to 100's of 1000's of their loyal listeners on an hourly basis every day without ever costing you a single penny!

You just can't beat that no matter who, how, when or what form of advertising you are using, and it's so brainlessly simple because...you don't have to do a thing to get these people to your website.

If you appear on a radio station, you also have INSTANT credibility, and an INSTANT source of traffic from those 100's of thousands of listeners...and remember the old "word of mouth" rule?

It's getting you even MORE traffic as people tell their friends and family, that may not even listen to that radio station.

Hey, I don't know about you, but people talk about what goes on in the course of a day, and if they heard something of interest to them in the morning, it becomes a topic of conversation through out the rest of the day; where they heard it, what it's about, and how someone can find out more!

Are you beginning to see the potential here?

There is so much more that I could go on and on for hours, but let me just leave you with a few FACTS and Statistics about radio advertising that are pretty eye opening to say the least!

- Radio reaches 96 percent of ALL consumers each week
- Radio is the only medium that combines: universal reach, with high impact frequency, superior targetability, and cost effectiveness.
- Consumers spend 85 percent of their time with ear-oriented media, such as Radio, but spend only 15 percent of their time with such eye-oriented media as the Internet, newspapers and magazines.
- Radio reaches 63 percent of shoppers age 25–54 within one hour of purchase time and 50% of ALL consumers within 24 hours of purchase time. — providing the greatest "purchase proximity" of all major media. Combining Radio with your Internet Business allows you to influence your customers closer to the point of purchase.
- You can use your Radio schedules to draw attention to your interactive ad on the station's Web site and to your own home page.
- With Radio you can target specific customers by demographic group, lifestyle trends, and specific product affinity.
- Since the average Radio listener spends more than 3 hours each weekday and about 5 1/2 hours per

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weekend with their favorite stations, it's easy to generate enough message frequency to get them to check out your online advertisement.

- With Radio drawing consumers to your online message, it can encourage them to print special coupons directly off the Web and redeem them at your place of business.
- Radio is virtually the only medium a computer user can enjoy while doing just about everything else such as at the pool, in the shower, at the park, cleaning house, and even just browsing the Internet; in fact, streaming audio allows users to listen to hundreds of both offline and Internet-only Radio stations through their computers while online.
- Your Radio message can draw the attention of potential online customers before, during, and following their Internet use.
- Radio has superior listener loyalty, ad recall and message retention.
- Repeated studies show that "the ear is superior to the eye...people remember more if they hear words than if they see them."
- Many Radio stations have built their own Web sites that offer advertisers unique marketing opportunities.
- No other medium can claim over twelve years of uninterrupted revenue growth.

Are you advertising in radio, and if not, how many thousands of dollars are you missing out on?

Come see how this 32 year old musician takes Radio Advertising to a new level and reveals all the startling secrets he has been using to get radio stations from coast to coast advertising his products to 100's of 1000's of their loyal listeners and how he got his Internet business on over 25 radio stations in just 30 days – WITHOUT costing him a single penny! Flash Intro:
<http://radioadvertisingsecrets.com/Movie1.html> Main Website: <http://RadioAdvertisingSecrets.com>

Will Howard Sterns Major Move have a Dramatic Effect on Radio Advertising Revenue

By Louis Victor – New Age Media Concepts

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Recently the "King of All Media" Howard Stern announced his agreement with SIRIUS Satellite Radio, the question is what type of impact will that have on the world of radio and it's advertising revenue?

Well lets just look at the impact that Howard Stern himself has made on the world of radio, he is undeniably one of the most popular figures in the world of all media not just radio. He has made his

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mark on media as being the pioneer of what they have dubbed the "Shock Jock", but before that was popular he was one of the only radio personalities that had the vision and more importantly had the heart, for lack of a better word, to make his own path and not follow the herd.

He created a revolution of sorts in the world of radio spawning a new breed of Disc Jockey in all of the major radio markets. Stern has overcome adversity and has been pinned to the cross more times than not. He has commanded loyalty from his audience and from his team, this has helped him conquer any market that he was allowed to enter.

So him being one man, how is this going to possibly have any major effect on radio advertising?, Howard Stern is a leader and an innovator, his listeners are loyal to him, these are ratings, high ratings equal increased advertising dollars. He is essentially the "Pied Piper" of the radio but this doesn't only hold true for his listeners but it holds true for the industry. Is it out of the question that he will attract the best of the best to follow him to SIRIUS?, I think it's more of a reality than most radio stations want to admit.

So will his jump will have an effect on the advertising revenue for his station 92.3 and the affiliate stations that he is airing on, time will tell, but if ratings equal advertising revenue, what happens when the ratings drop?, it doesn't take a rocket scientist to figure that out. Now its also not hard to figure out that SIRIUS is going to want to tap into everything that Stern brings with him so do not be surprised when the cost of subscribing to satellite radio drops, which will allow a greater fan base to listen to the program.

The question is how much of an effect will this have on radio advertising revenue in general, will this be a domino effect and have the results of the AM station?, I can't predict the level of impact but if I were the "Radio Advertising Bureau" president I would take a deep hard look into it, because whether you love him or hate him, Howard Stern has become an Icon in broadcast radio.

Louis Victor, New Age Media Concepts

I have been involved in the investment, advertising, marketing and public relations industries for close to two decades.



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