



Harmony Tenney is President of International Business Empowerment Consultants, Inc. She has been involved in sales and service of intangibles for more than two decades. She provides custom branding initiatives, profitability capture and facilitated change (including Organizational Development) for organizations of all sizes across all industries.

Nick: We talk a lot about media, personal branding, and positioning in marketing, but there's a form of media that's been around for a long time that many of us kind of forget about, and that's radio. I know firsthand that Harmony Tenney works with a lot of very successful entrepreneurs around the country, and she helps drive business to them through radio ads.

Harmony: I'm excited to share the opportunity that radio represents because, as you mentioned, it's often behind the curtain so to speak. It's something subliminal, and at the same time, because it's around all the time, it reaches approximately 93 percent of Americans every week. Even with satellite radio, iPods and all of that we're still reaching the most people through terrestrial radio.

Nick: Someone once told me, "If you go to any major city in America there are usually one, maybe two newspapers, there are three to five television stations and there are like 25 radio stations." So, one of the interesting things about radio is that it is already segmented.

Harmony: Right. The results that I've seen from my clients absolutely justify radio is a phenomenal way to hit targeted demographics. You can do it very locally. You can do it regionally. You can do it

nationally. There are some really awesome ways to just take charge and be right where your target niche markets are.

Nick: Tell us a little bit about the different formats of working with radio.

Harmony: Certainly. There are specific formats in radio, and that's where the targeting begins. There's news talk, light rock, classic rock, adult alternative, etc. Each format has strength for various groups. If you're targeting gender specific, you would use one format, while another format might have huge percentage of homeowners and still another might have a heavy percentage that is a business decision-maker.

Nick: how about an example of what's works. I think part of the problem is people don't know what they are doing with radio, and it can be very costly if you don't know what you're doing.

Harmony: Okay. I began working with Roy Williams years ago and learned about how actual radio ads affect our brain and our consciousness. I also learned about how radio ads take time to actually become a part of our everyday economic reality. People talk about having a buyer's map, or a cognitive map where we know certain places in the

city, also called top-of-mind awareness. If we need something, we go down our mental list, and there's science to getting on that mental list.

When you have just any particular rep they're going to feel like your business is just like any other business, and they're not necessarily going to know where to place your ad. Not because they're trying to get the most money out of you they can, but because they're unfamiliar with your business, so you will ultimately be asked to spend more money than needed.

Nick: Got it.

Harmony: That's the first part of the selection process. When we talk about ads it's more than words on a page that you hope will do it for our client. It's important to understand the science of making that internal, cognitive mapping you can understand how long it's going to take, what the person needs to know and what action you're going to specifically ask them to do for you. Ads written by just any rep are not necessarily going to have that.

Nick: Can you break down for us the anatomy of a direct response radio ad?

Harmony: Sure. This isn't in any particular order, but it definitely needs a call-to-action. It needs to help people understand the relevance it has to their lives. It also needs to have a little bit of introduction so people can say, "Oh yeah, this person is likely to make good on their offer." And give that some credibility. Sometimes direct response ads are about products, and we have to share that it's a reputable product and what some people have had as far as experiences. We need to let people know why they want that product and how they can get it. If there is anything tricky to getting it, then we need to let them know they'll be asked certain questions. They need to know that in advance so they don't hang up.

Nick: Your company, obviously, helps people do all of this. So, tell us more about how people would work with you, what you offer, etc.

Harmony: We basically offer a turnkey solution for radio. We learn about your business, your goals, what you were working on and how people are going to respond whether it is by voicemail or via your website. We also make sure you have a follow-up plan so you secure the benefit of a lifetime customer. We also want to look at all the stations in your market, whether that's local, regional, national or international.

We would start by looking at your market and deciding where to place your advertising and what your strategy would be. And then we would look at some possible ads. Then there's a full tracking system that comes with it so we can see responses and can make adjustments to our strategy as we go. When we hit the optimum ratios of conversion vs. cost, then we just go forward from there ramping up as fast as we can to bring in more and more leads.

Nick: Awesome. One of the things I think most people don't understand is the concept of scale. It's the idea of having any piece of media that you're running that you know works. For example, if you know that for every dollar you spend it brings back \$2, then you should not stop. You should run that ad as much as you possibly can, spend every dollar you can get your hands on until that two-to-one turns into whatever number you're not satisfied with. People need to understand that if it's working you got to spend, spend, spend, and you can ramp up your business quickly if you can create something that has those kind of returns.

Harmony: Exactly, especially in larger cities. In larger cities there will be two or three stations with the same format, and you can add up a level and keep going to really saturate that market and pull from it. Sometimes you pull from one station for a long time, and then you begin seeing diminishing return. When that happens you may want to take a break on the station for a moment. I have a client who has had the same ad for a year and a half, but it is pulling so well we are not changing it.

There's a lot that goes into a radio ad – analyzing which times of day produce the most and which times of days do not, and then making adjustments. It's a very hands-on. You can really do a lot of testing – ad versus ad, station versus station.

Nick: For people who want to find out more, I'm going to post up a page with all your information on it even a special report or two from you at www.CelebrityBrandingAgency.com/Harmony. Harmony I appreciate what you do, and I hope you'll help a bunch more people become successful by using radio to market their business.

Harmony: Thank you so much.

Nick: My pleasure. ●●●

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