BEYOND POWERFUL RADIO
A COMMUNICATOR'S GUIDE TO THE INTERNET AGE

For Programmers, Managers, News Journalists & On-Air Personalities

“Read this book... you’ll have the recipe to make magic!”
— Scott Solder, BBC Radio Five Live, London

“Filled with the essential tricks of the trade that take an entire career to learn.”
— Lee Harris, 1010 WINS, New York

“I love this book and have purchased it for a number of people.”
— Corny Koehl, Executive Producer, Harpo Productions [Oprah Winfrey Network], Chicago, IL

Valerie Geller
Author of Creating Powerful Radio
Tell The Truth
Make It Matter
Never Be BORING!
Communicating Powerfully Around the World!

GELLER MEDIA INTERNATIONAL
www.gellermedia.com
IF YOU WANT ME TO LISTEN TO YOU, THEN YOU HAVE TO LISTEN TO ME.
• What’s In It For The User?
• Is it Relevant?
• Does it Matter?
• Do you CARE?
• Do your listeners care?
FOCUS
What Always Works: Health, Heart, Money, Transformative

ENGAGE
Ask: What Is In This For The Listener?

OPINION/POSITION
What Makes It Interesting!

STORYTELLING
AIRCHECK/SELCHECK
Boring? Too long? Fun?
Humor? Visuals?
New info? Great storytelling?
Talkable Topic? Do we KNOW you?
Connection? Unique Journey?
BUSINESS SUCCESS FORMULA

PRODUCT

PERMANENCE

PROMOTION
• To be heard respectfully

• To be treated like a person, not a number
  (Make sure to keep your comment ‘house’ in order)

• Unexpected Joy
Speak visually, in terms your listener can “picture.”
Start with, your best material.
Tell the truth.
Never be boring.
Listen.
Make it matter.
Always address an individual, use “You,” talk to ONE listener at a time!
Do engaging transitions & handoffs.
Promote authentically.
Promote other people's stuff.
Be who you are.
Take risks. Dare to be great.
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