

The Game Plan

TURNING IDEAS INTO RESULTS!

- Start with a strategy- no package sales here! By uncovering your real business needs, goals, challenges, and vision, I will develop REAL solutions to REAL challenges exclusively for *you* and *your* business.
- Research the current industry trends and best targets for you.
- Identify your biggest competitors and how your company differs.
- Focus on your needs and listen to company objectives.
- Develop your brand and corporate identity in the marketplace.

Business, like sports, is a game of inches-And in the end, inches make the difference between winning and losing!

Team Profile

YOUR COACH

KASSIE SINCLAIR

Account Manager



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**YOUR TEAMMATE TO
WIN THE GAME!**

YOUR SUPPORT TEAM



KASSIE SINCLAIR

**COACHING YOU EVERY
STEP OF THE WAY...**



**UTILIZING THE EXPERTISE
AND EXPERIENCE OF
FEDERATED MEDIA**

**Putting Our Teams to
Work for You!**

Federated Media
2915 Maples Road
Fort Wayne, IN 46816
(260) 447-5511

What I Need From You

- Time- 45 minutes to an hour to ask questions and discuss your needs.
- Be completely honest with your answers.
- Share your problems and concerns.
- Allow me to get involved with your business.
- Provide me with constant feedback- good or bad!

What I Will Provide You

- Efficient & Reliable service.
- Marketing ideas to target your specific needs.
- Provide you with a plan to fit your company's targeted goals.
- Remain open minded.
- Always keep your best interests as a priority.
- Professionalism that is above the rest.

MY GOAL IS TO GO ABOVE AND BEYOND. IN DOING SO, I HOPE TO BE YOUR MARKETING COACH FOR LIFE!

The Locker Room



- Fort Wayne's home for the most Breaking News and Weather.
- Fox News Worldwide.
- Over 101,000+ Listeners.
- Three state coverage area.
- Biggest names in Talk Radio- Rush Limbaugh, Glenn Beck and Sean Hannity. The Pat Miller Show.
- Home of the Fort Wayne Komets.
- WOWO has more online visitors than some radio stations have listeners.
- Streaming live on WOWO.com
- WOWO Text Club
- Home of the Indianapolis Colts
- Home of Indy 500 & Brickyard 400



- Mike & Mike Morning Show
- The Herd with Colin Cowherd
- The Scott VanPelt Show
- Home of the Fort Wayne Tin Caps
- Home of IPFW Sports
- Home of Purdue Sports
- Over 22,000 listeners

Why You Want Me on Your Sideline

I may be new to the WOWO team, but I am not new to the business. I have over five years experience in the media business and over 14 years marketing knowledge. Graduate of Ball State University's Telecommunication Department.

CONSTANTLY PERFORMING AT A HIGHER STANDARD

- Trustworthy
- Loyal
- Effective Problem-Solver
- Creative Touch
- Dedicated
- Listener
- Honest
- Energetic
- Professional
- Personal Promise



It's not the will to win, but the will to prepare to win that makes the difference!