

*Some of my
Successful Clients*

Bath Fitter

Classic Stereo & Video

Cartridge City

Comfort Keepers

Fox & Fox Frame Service

Hall 's Restaurants

Rabb Kinetico Water System

Ken Frecker Auctioneers

Mutual Fund Store

Ultimate Nutrition Center

Ad Lab Advertising

You can reach me

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Email rpopp@wowo.com

2915 Maples Road

Fort Wayne, IN 46818

Biography

Education:

- *BS-Marketing Degree*
Indiana University

Specialized Training:

- *Center for Sales Strategy-*
Customer Focused Selling, Marketing
Pro, Agency Pro.
- *Mendoza School of Business,*
University of Notre Dame
Negotiations and Decision Making
- *Managers Marketing Systems,*
Rademacher and Associates

Professional Experience:

*40 years in Broadcasting and
Media Marketing including...*

- *Radio and Television advertis-*
ing sales and production...
- *Advertising Agency Account*
Manager and New Business
Development ...
- *Multi-Media Sales and Produc-*
tion for meetings and trade
shows...
- *Outdoor Advertising...*
- *Direct Marketing.*



*Is your current
advertising effort
falling short of
expectations?*

Richard Popp

Senior Account Manager

News Talk 1190 WOWO

WKJG ESPN Radio 1380

*... then let me help you
manage your
MESSAGE!*



*Are you ready
For a different
Approach to
Reaching potential
Customers?*



How will I improve your results?

Confucius said...

A journey of a thousand miles begins with the *first step* ...

My First Step:

I 'll conduct a customer Needs Assessment to define your **Marketing Challenges**, needs and opportunities...

Next, I 'll apply the Marketing Strategy Model, a five step process that helps me concentrate on your specific **Marketing Challenges**...

Together we will work on possible solutions. With your business knowledge and my support staff from WOWO Radio, we will form a partnership dedicated to measurable results, whether it includes radio advertising, event marketing, Internet and more...

Only after we determine a **Comprehensive Marketing Plan** built around the MESSAGE that we both agree can help your business, will I present an appropriate **Media Plan**.

What do I need from you?

- Willingness to Partner in the process...
- Answer questions openly and honestly..
- Give me FEEDBACK, what 's working and what 's not...
- Challenge me – let me help you SUCCEED.

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My Pledge to You.

- Confidentiality
- All resources available to me including exclusive research and ideas
- Detailed follow through and service
- Marketing Ideas, not spot schedules
- My commitment to your success
- RESULTS