

SUCCESSFUL CLIENTS I
WORK WITH....

City Glass
DeKalb Memorial Hospital
Windows, Doors & More
Invisible Fence
Fort Wayne Acura
Lutheran Life Villages
Lake City Bank
VSI Mortgage

Your company name here

- 1. Loyal Listeners**
- 2. Qualified Audience**
- 3. Credible Station**
- 4. Highly Recognized**

**WHAT IT'S LIKE DOING BUSINESS
WITH TRACY BRENNEMAN**

- You will be working with a representative with a degree from Purdue University with majors in both Radio and Television as well as Public Relations and Advertising who has over 15 years of sales experience, 12 of them in broadcast media
- I will write all scripts for you and they will be subject to your approval before they air. A copy of the spot can also be provided. A schedule of when copy needs to be changed will be provided you upon finalization of the schedule.
- I will assure that your billing is correct and will inform you immediately if by some unique circumstance your spot is rescheduled.
- I will meet with you as needed to ensure that the expectations of the campaign are being met.
- I can answer questions for you on other forms of media so that your advertising dollars are spent wisely.
- I will notify you of any additional opportunities that may arise throughout the campaign that may aid in reaching the final goal.



*YOU CAN GET THE
RESULTS YOU ARE
LOOKING TO ACHIEVE
WITH YOUR MAKETING
WITH...*

THE RIGHT CAMPAIGN

THE RIGHT MEDIUM

AND

*THE RIGHT ACCOUNT
MANAGER*

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**I am ready to invest my
time in creating a
unique marketing campaign**

Be prepared for a different approach – a different process!

I'm not going to talk with you about what a great Radio station WOWO is or talk you into buying the 'package de jour'. In fact, I'm not going to talk much at all. What I am going to do is *listen* and focus on you and the unique needs of your business. We'll work together to determine both your marketing and business challenges. Then, we'll develop specific strategies and tactics to meet those challenges and achieve results.

We're going to build a long-term partnership that creates results!

To do this, I'll need to have your input. Tell me about the areas of your business in which you could use some help, your frustrations and problems. We'll need to share ideas and sometimes ask the tough questions. And we'll need to be up front and honest with one another. It's important that we listen to each other and value one another's expertise. Your feedback and involvement in the process is critical to its success. And everything we discuss will be strictly confidential. By doing these things, we will achieve results and increase your bottom line!

*HOW TRACY BRENNEMAN
CREATES A CUSTOMIZED MAR-
KETING PLAN FOR YOU*

I start with an in-depth, fact-finding meeting focused on the unique challenges you face everyday in your business. I will also need to find out all I can about your core customers— Who are they? How do they perceive you? What motivates them to use your product or service?

After this meeting we can then concentrate our efforts on the specific key marketing challenges of your business that I can help you solve and work on possible solutions. With your knowledge of your business, my marketing expertise and problem solving abilities and the support staff of WOWO radio, we will establish a **partnership that creates results.**

I will then design a **comprehensive marketing program** designed specifically for your business. It may include Radio advertising, mobile marketing, special events, the Internet...it all depends on what we determine needs to be accomplished so that you get a return on your

