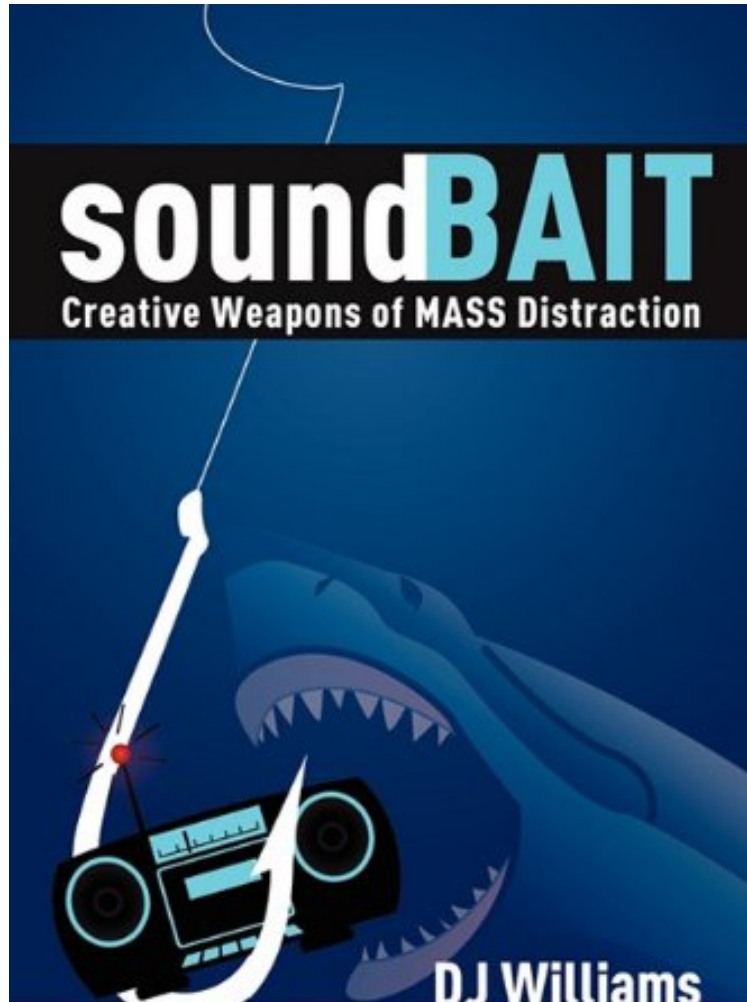


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soundBait: Creative Weapons of MASS Distraction

DJ Williams

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DJ Williams : soundBait: Creative Weapons of MASS Distraction before purchasing it in order to gage whether or not it would be worth my time, and all praised soundBait: Creative Weapons of MASS Distraction:

0 of 0 people found the following review helpful. Great Radio Commercials SellBy G. MurraySelling an intangible product like radio advertising takes a skillful approach to be successful. However, there is one way to sell radio that makes it a more tangible process...that is having a sample commercial to play for potential advertisers. Fortunately, the guy who knows how to do this as well as anyone is DJ Williams of soundBAIT. If you're a current radio advertising

rep, you're thinking about getting into radios sales, or your a small business owner who wants some help understanding how great radio commercials come to be, I recommend you get this book. Gregg Murray Radio Sales Blog: [...]

"soundBAIT" is a formula for radio-marketing success that has been developed for 1) radio station account executives who want to attract new advertisers, 2) radio advertisers who want their hard earned marketing dollars to produce dramatically better results and 3) radio listeners who demand that you at least entertain them while you interrupt the flow of music or talk on their favorite station. "soundBAIT" examines what radio stations should be looking for in an advertiser, what an advertiser should be looking for in a radio station and most importantly, what listeners expect advertisers to use as "bait" in their messages before they will "bite" at the products and services advertisers offer them.