

IMPACT!



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President

Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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“Linking Companies to their Communities”



Talk Radio

Schedule Radio Interviews

Talk radio is one of the best ways to get your message to a large group of people at one time.

According to Talkers Magazine, the typical talk radio listener is, “diverse, educated, attentive, active and affluent.”

With specialty talk shows on health, lifestyles, business topics, professional services, and local political and community issues, you can find a show that is a perfect match for your message!

Talk radio hosts have loyal followings. As a guest on their talk show, listeners hear an implicit endorsement of you and your message when the host introduces you with examples of your expertise and accomplishments; and how proud they are to have you as a guest. For promotion and credibility - it just doesn't get any better!

A compelling interview on talk radio can sell your products and services without the audience even realizing they've been sold!

As a guest - you can be interviewed for five to 15 minutes. Enough time to effectively talk about your topic and explain to listeners if they want more information, they can contact your office or view your website.

Often times these interviews are aired several times over different days.

An added bonus: Obtain a recording of the interview and place it on your website.

How to prepare for a radio interview

Send a press release to the radio host outlining your topic and key messages.

Tie these messages to a topic of current concern.

Include about 8-10 talking points and questions: These are an absolute must for talk radio as they are the shaping tools that guide the host through your topic. This not only makes them look knowledgeable, but it saves them lots of time . Better yet, they will read YOUR words, so that you lead the conversation.

Remember: the more interesting the questions - the more interesting the interview!

Add some statistics, testimonials from your clients, and current news facts relating to your topic.

Enclose a biographical profile. This is your opportunity to position yourself as the expert. Use your professional and personal qualifications, education, career, memberships, clients . . . anything that is relevant to the topic and will help qualify you as an expert.

Don't sensationalize yourself. Just effectively communicate your achievements and expertise on the topic that you are presenting.

[Contact IMPACT!](#)

We can schedule your radio interviews,
help craft your messages,
and hone your topics!

Make an IMPACT! in 2008

Make an IMPACT! with
"Customized Communications"

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

IMPACT! your community with
"Messages that Matter"

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

Understand how to better
IMPACT! your customers

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.