



## SoundADvice Testimonials

*"More Training? All well and good but how 'bout actually **changing the landscape** to make it easier for your well-trained sellers to succeed? We've found SoundADvice is far and away the easiest, turn-key way to position yourself and your team as the local "go-to" experts. It's true, when it comes to marketing ourselves, we don't practice what we preach AND we've got the stations! I know you're busy and more time-poor than ever. All the more reason to use SoundADvice. They do the heavy lifting. You reap the referrals."*

*-Jay Murphy, SM/Riverfront Broadcasting, Rapid City, SD*

*"I had been sending Sound Advice to my client for over 4 years. When I first met this client, they were not in a position to market yet. I asked if he would be open to receiving a weekly gift from me to help him with marketing tips in the meantime.*

*That was over 4 years ago. I stayed in touch, but my main contact was the weekly Sound Advice. One day out of the blue he called me and said **"Ok, I am ready and because you continued to send me SoundADvice and stayed in touch, I want to work with you"**.*

*Today and for the last three years this client has dominated three of our eight radio stations! They are very happy with the results and thankful for the way we continue to educate them."*

*-Maggie La Hue, Marketing and Media Advisor, MBC Grand Broadcasting, Inc, Grand Junction, CO*

### **The Power of SoundADvice,**

*"As a brand-new client of the Sound ADvice newsletter, I want to share with you the early results.*

*6 weeks in starting with SoundADvice and I set up my first meeting with an agency that would spend about \$1500 every couple of years on my station with one of their clients. The media buyer opened the SoundADvice newsletter and called to discuss options for another client. At the meeting, we agreed on a \$2000 per month ANNUAL campaign to start, with options for growth as their busy season kicks in.*

*Here's why and how the Sound ADvice newsletter made that possible...*

*Previously, while the agency was friendly towards me and our station, there was no reason to interact unless I was selling something, or they were buying. Sound ADvice worked as a drip marketing campaign, offering something that would help them do a better job in their business. It was not a sales pitch or special promotion, but a helpful resource that kept me Top Of Mind each week.*

*Thank you for the opportunity to offer the personalized Sound ADvice newsletter and all the support materials. I see a long and prosperous relationship ahead!"*

*-Scott Howard – WOWO, Ft Wayne, IN*



*"I just wanted to take a moment to send along a note of thanks. Over the last few years, SoundADvice has become a valued tool for my team in the Ottawa market. It has allowed us to position ourselves as educated marketers who offer more to key clients and prospective businesses than our competitors. It has provided us with frequent "touch points" with hundreds of business owners and marketing executives in the region."*

*-Mark Russett, General Sales Manager, Newcap Radio Ottawa*

*"It was the "bridge" I needed to get him to see I was there to HELP and not SELL.*

*The SoundADvice was a great conversation piece and Segway into getting Brad on the radio! Brad purchased a significant dollar value in marketing after 4 years of being an idle account. In addition, the next day I had another grand idea and he was thrilled to be part of that promotion too. SoundADvice doesn't sell radio, newsprint, TV or any other marketing medium but it does provide a positive conversational element that works to create a new dialog with your client. AND THAT helps their business find new success and marketing professionals see results! Thanks ENS Media for providing SoundADvice!"*

*-Michelle M Molden Ascherman, Marketing Advisor*

*"Exciting news! A client of mine requested your last SoundADvice "How to Leverage Your Suppliers" and I visited with her today. I geared my proposal towards the issue and sold her a SIX MONTH contract in January! I had been working with her in small doses (selling one month at a time) and could not get an appointment long enough to discuss her overall marketing plan.*

*Not only will she benefit from getting more repetition that vendor support affords but the long-term agreement allows her to push listeners through the buying cycle. In addition, I can write better ads for her because the dialogue this SoundADvice opened me to learn more about what she is trying to accomplish."*

*-Rachael King, Marketing Specialist*

*"Not to swell your head but your SoundADvice has been invaluable to us over the past 2 and ½ years. To end that relationship would be a letdown to our reps".*

*-Bill Morton, President, Quinte Broadcasting*

*"I hope you and Belinda are doing well! I just wanted to share with you that I had a call from the manager of Grand Stay Hotel here in Morris saying "Thank you" for the inspirational messages through SoundADvice! She even forwarded it on to the corporate headquarters and they were impressed! That's all from you, so I wanted you to know about it:) Thank you for all you do to help us!"*

*-Krystal Dohlen, Advertising Consultant, KKOK/KMRS Radio*

*"KMRS KKOK Radio really enjoys working with Rick. He provides us with superb knowledge, motivation, and creativity in many forms including creative ideas for clients and copy ideas. Sound Advice is an incredible tool for our clients and our marketing staff. Utilize this great marketing tool! If you follow Rick's marketing strategies and "Sound Advice you will be more adept at providing a "total" marketing campaign for your clients!! I would highly recommend using Rick – ENS Media in your market."*

*-Deborah L Mattheis -General Manager – KMRS KKOK Radio*

