

# **CMB**

## **TELECONFERENCE**

**Outline for 2-15-2012**

**Beth Bacall**  
**Air Personality/Talent**  
**Coach**

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Want my notes and more web sites than you'll know what to do

## **“Talk” to her “Now” before She says “Later”**

### **I. STORIES OF SMART BUSINESS**

- Shane Homes
- Crave Party's
- BeJane.com
- SavvyAunt.com

A. How this translates to RADIO

### **II. SHE REVIEW**

- What SHE wants to hear
- What SHE will hear

### **III. SIX COSTLY MISTAKES WHEN TRYING TO REACH WOMEN SIX POWERFUL INSIGHTS FOR MARKETING TO WOMEN**

- SAHM: Stay at home mom
- WAHM: Work at home mom

### **IV. RESEARCH**

- PPM /Disadvantage-Advantage for Commercial and Non-Commercial CCR stations
- PPM works in our favor due to the discipline and need IF we work in the guidelines.

### **V. DISCIPLINE-COMMUNITY**

**There is no “women’s market”; there’s your women’s market**

A. ALIGN YOUR TEAM WITH THE THREE C'

- Commitment
- Consistency
- Communication

### **VI. YOUR HALLWAY IS FULL OF CONTENT**

- Utilize What/Who You Have Before You Spend Anything.
- Spend Money Developing Talent.
- Today's Prep
- May the words from my mouth and the thoughts from my heart be acceptable to you, O LORD, my rock and my defender. Psalm 19:14