

THE FUTURE IS NOW...

By Chris Rolando - CEO



It was nearly fifteen years ago when I took over as General Manager on Mad Dog Wireless, Inc. What a great job this has been. I got to see us add stations, add a shopper, sell radio stations, sell the shopper, add more stations, get a US Patent on an educational software procedure and so much more. Man how fifteen years can fly by!

On July 1st we once again expanded our company and changes were made at the management levels of the company. Ron Nickle, who has worked with me for the past 12 years, has agreed to assume the position of General Manager of Mad Dog Wireless, Inc. Ron comes from decades in radio and retail management and most recently has guided our company in event marketing. Ron will be working out of the corporate headquarters in Lake Havasu City.

Michael Anthony joined our company about two years ago, operating our Kingman and Bullhead City offices. Michael has agreed to take on the job of General Sales Manager, helping the company sales managers do the best possible job for our customers. Michael brings decades of broadcast experience to bear for our customers. Michael works out of our Bullhead City office.

As for Rick and me, we continue to look for growth opportunities for our company and our people. Rick's latest project is his Victory Power Garden project which goes hand in hand with our new 100% green radio station, K-FAT. Take a look at www.VictoryPowerGarden.com, to find out more!

WHAT MAKES IT WORK?

By Michael Anthony - General Sales Manager



There are two things that I hear on a daily basis, especially when the economy is low; "Advertising just doesn't work anymore" and "Advertising is Marketing". The problem is that most advertising people pay for, is not worth the paper the contract is printed on!

Advertising should persuade people to take action, inform people while building their level of interest and cut through the clutter. No matter the medium, 99% of all advertising fails the "Getting Attention" test. An ad on a web site, or in a yearbook or on a pen just does not have what is needed to get attention.

Most ad agencies or so-called marketing people will try and justify their rates by talking about the number of "impressions" your advertising will get. "The average person will read this five times and the circulation is X, so X times 5 is your delivered impression making it just Y cents per impression. So what?"

I JUST SAW TINKERBELLE!

by Rick Murphy - Owner



"Mommy" she cried, "I just saw Tinkerbelle!"

My niece Morgan is 4 years old and successfully stuck a bobby pin in the only ac outlet that wasn't child proofed in the entire house. She interpreted the flash with her friend Tinkerbelle. Her little fingers were slightly singed but there was no serious damage. I think she now knows not to do that again!

This behavior seems to follow us into adulthood. We can't seem to learn until there is some sort of pain or at least discomfort. As teenagers, we refuse to learn from our parents. In some cases, this is good. After all, some of the most significant advancements of the day are a result of a mistake. Take Thomas Edison: Edison became famous after having failed over 10,000 times trying to create the world's first incandescent light bulb. All the leading minds of the day chided Edison saying "man was meant to go through life with a candle". Edison's response was, "You really don't know what you are talking about. You see, I have not failed 10,000 times trying to invent the world's first light bulb. I have merely found 10,000 ways it will not work which brings me 10,000 ways closer to a way it will work".

That tenacity is what has given us lights in our homes, cars on our roads and computers on our desks. It has also given us grocery stores in every city and town, airports with airplanes to take us wherever we want to and tens of thousands of other conveniences we take for granted every day. But before we think that the innovation train has left the station, remember that innovation never stops. That idea you have for a new process or a new way to do business may just be the next big thing. You never know when you will get that spark and see Tinkerbelle.

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Mad Dog Wireless



WHAT MAKES IT WORK?

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Last week I picked up the Seattle yellow pages and looked up limousines. The positioning statements I saw were “The smoothest ride”, “You’ve ridden with the rest, now ride with the best” and “The lowest rates around”. What did I get from these statements? Just what you did... nothing. Over 30 listings for limo companies and not one thing that distinguished one from the other.

If I could give one piece of advice for advertising, any kind of advertising, it is this: Get your customer’s attention in a meaningful way. Let’s say you and I are in the limo business. What words would WE use to MARKET our business and ADVERTISE it to our customers?

“Mike’s Limo Means No Worries”

When you hire Mike’s Limo, we’ll call you in plenty of time to make sure you are ready. Our state of the art systems show us where traffic problems are so we can make changes to our route and still get you there on time (this state of the art system is an included feature on my Verizon phone, but hey, I won’t tell if you don’t). We guarantee we will get you there on time, or the return ride is on us.

Before you decide to advertise that you are family owned and operated, with plenty of free parking, lower overhead so we pass the savings on to you... that you only use the freshest and finest ingredients, have been in business since 1730, and you offer personal service, think how many ads with just these words did nothing for you. Think how much marketing via direct mail, phone books, local TV and heck, even radio left you flat because there was nothing in it for you. Once you have realized this, you are ready to start serious work on Marketing and Advertising.

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I NEVER KNEW THAT!

By Ron Nickle - General Manager



This past week I received an e-Mail from a friend. It looked like one of those chain things that I usually just toss. But the beginning was personal in nature so I read it. In the email she asked if I had ever used aluminum foil or Saran wrap and had a problem with the roll popping out when I pulled on it. Okay I can relate, so I read on. Her e-mail told me to pull out the box of Aluminum Foil and Saran wrap and look at the sides of the box. There is a tab there that can be pushed in that **KEEPS THE ROLL IN THE BOX!**

Now, this little feature has been on these boxes for decades. How can I use foil or wrap week after week for decades and NEVER see this? Maybe because I just don’t read the box, figuring I know everything I need to know about Aluminum Foil and Saran Wrap.

This little experience leads me to ask the next question. What features of MY business do I THINK everyone knows about, but may not? I started a list of things and went over them with my staff. Unfortunately for me, the staff that I reviewed some of these beneficial features of my business with did not know about them.... meaning that I had failed to train them properly.



What are some of the features of your business that make you unique? Does your staff know all of them and their associated benefits? Are they passing this information on to your customers and potential customers? For my part I am placing a box of Aluminum Foil on my desk to keep this top of mind. It’s right next to the Mouse Trap.