



The Dog's Bark

**Broadcasting
for the
21st Century**

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What is *YOUR* Positioning Statement?



Thane O'Brien
Vice-President

Writing advertising is HARD. It's hard enough to reduce your message to a few words for radio, less for newspaper and even less for billboards. But how do you come up with the words that catch the ear of a potential customer and make them want to either know more or come buy from YOU?

If you are old enough to remember Arthur Godfrey then you remember he was a master in advertising copy. Arthur Godfrey would talk about a product in a conversational way that would get your attention and inform you about the product. Arthur Godfrey didn't need to use clichés and didn't need to yell his message to be heard. He just told you the facts and you listened.

A positioning statement is a statement that goes after your business's name and tells people who you are and what you are about. Here are some familiar examples: K-Mart is your Savings Store. Wal-Mart, Always the Lowest Priced, Always. Ace is the Place for the Helpful Hardware Man. Each of these statements tells you more than the name alone can tell you.

Here are some positioning statements that just don't work: "Family owned and operated since 1992"; "Lower overhead so we pass the savings on to you"; "A part of the community". Why don't these statements work? Because they really don't say anything! Take for example a business in West Virginia named "Fleur-de-Lies" with a positioning statement of "For someone special". What kind of business would you expect? In a random unaided survey of over 200 people, the number one answer was "florist". So what is it? A pet cemetery!

How do you pick out a positioning statement for your advertising and your business? Start with the answer to this question "What is the single largest misconception about your business that drives you crazy". THAT misconception is costing you money. Then get a small voice recorder and ask some of your customers why they patronize your business. Later listen to the recording and you will find someone has put a better group of words together about your business than you ever thought of! Then use it! Alternatively call one of our marketing pros (we have them in Lake Havasu City, Bullhead/Laughlin and Kingman) to help you with a 21-Question ascertainment. It costs nothing, and while they will probably at some point try to sell you radio advertising, the information they give you is free!

So, Everybody Knows You...Now What?

One of the single largest misconceptions about advertising is that it seeks to provide you with only new customers. The philosophy behind this misconception is that the people who already know you will always come back on their own, and it's those who don't visit you that may be keeping you from reaching your growth goals. How often have you seen or heard a business create an enticing offer, then add the restriction, "New Customers Only." Of course you need a sustainable stream of new customers, but your present customers have already proven their value and have demonstrated an interest in your service or product. Your present customers are the reason you'll be open next month.

Advertising isn't just about telling those who don't know you, who you are. Actually, that part is easy. The bigger challenge in advertising is reminding them why they should come back... reminding them to tell their friends and family about you... reminding them that you still have something they want or need. Take any major brand, in many cases they aren't necessarily trying to lure customers away from a competing brand, they really just want their customers to keep coming back. Example: Pepsi versus Coke... of course, they'd love to take market share away from each other. But, more importantly, they need to be sure those already brand-loyal customers continue to buy more of their product and do it more frequently. The majority of their revenue is generated from customers who consciously chose to buy their product again. Think about the revenue benefits to your business if you could just persuade your present customer/client/patient base to come visit you just 25% more frequently than they presently do now. Or, what about persuading your present customers to increase their average purchase with you on each visit? What would that be worth to your business?

So, everybody knows you? Terrific! Now that you have a captive audience of people who know you, remind them why they should come back. Continuously focusing on that single goal is the best way to solidifying your future growth.



Richard Iddings - RMP
Murphy Broadcasting

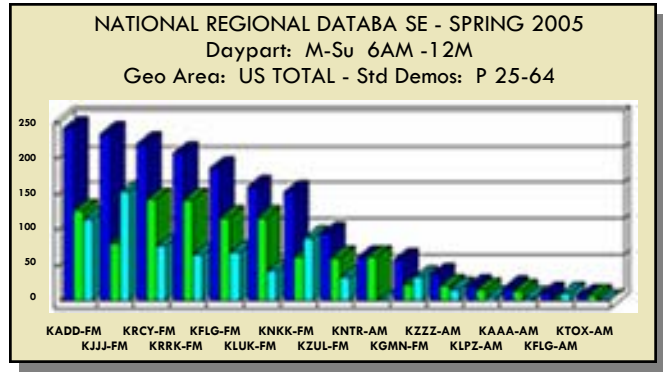
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“Hey, Who’s Number One?”

By Chris Rolando - President, Murphy Broadcasting

Not a week goes by when someone does not ask me “Hey, who’s number one?”

Unlike a NASCAR race, when it comes to ratings for radio stations, being Number One is not all that important. Being Number One in the ratings means one thing: at a certain time, you had the most listeners of a certain demographic (sex, age, income, etc.). That is ALL it means. Does this mean that this is the best radio station to advertise on? Not always!



Be a Good Listener...

Rick Murphy - CEO
Murphy Broadcasting

As most of you know, last year I ran for United States Congress. In case you missed the news....I lost. I carried Mohave County handily, but lost in the other part of our gerrymandered district. If Mohave County had their way, this area would have their own local Congressman. One that was interested in the specific needs of this county.

My mother liked to tell me that every defeat always teaches you a lesson. She was right. What I learned from a year on the road running for elected office was that whatever it was I THOUGHT people wanted from a United States Congressman was not what they really wanted. It turns out there was little consensus on what people want, and that people were certainly more interested in telling me what THEY wanted rather than having me drone on about what I wanted to do in Congress.

I took this back to my business and came up with a few specific tenets that relate to customer service: 1) Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Listen to their words, tone of voice, body language, and most importantly, how they feel. 2) Beware of making assumptions... thinking you intuitively know what the customer wants. 3) Determine what three things are most important to your customer.

Someone once put it to me this way.... “You have one mouth and two ears.... That’s a hint”!

Let’s say you are selling \$100,000 motor coaches. Well, you’d want the “Number One Station” right? Not if the demographics of that station do not fit the profile of your average customer. If the number one stations play rap or other kiddie-type music, it is doubtful you are going to find many of the types of people who shell out the kind of money you are looking for. There may be another station with half the number of total listeners, but a good number of people who fit the age/income/way of life criteria that make them a good prospect for you. This is especially true if that particular station has a good relationship with its audience!

But... if you STILL need to know who is “Number One”, then I’ll give you a peek. This survey is one used by some national retailers. It is the Monday through Sunday, 6AM-Midnight numbers showing which radio stations in this market have the MOST listeners, and then broken out by male and female. Does it tell a story? Well maybe. But it does not tell many other stories that are important to your business.

Murphy Broadcasting is the only group of radio stations in this area that subscribes to the Arbitron® National Regional database service, allowing us to look into people and how they use Radio. If you’re ever really hard up for something to put you to sleep, go to the Arbitron Web Site (www.arbitron.com/radio_stations/arlt.asp) and take a look at formats and listening locations and so-forth. I guarantee if you were confused before about ratings, you’ll be even more so after reading this!

Live Remotes

Lots of fun and tons of give-aways!

- Mohave County Pools** - Thursday, Nov 3, 3:00 - 6:00pm
- Michael Alan Furnishings** - Saturday, Nov 12, 9am - 12 noon
- Bluewater Casino** - Friday, Nov 18, 4:00 - 7:00pm
- THE UPS STORE - GRAND OPENING IN LAKE HAVASU!**
Saturday, Nov 19, 11:00am - 1:00pm
- Furniture by Design** - Saturday, Nov 26, 10:00am - 1:00pm

I know not with what weapons World War III will be fought, but World War IV will be fought with sticks and stones.

Albert Einstein



104.5 FM - Lake Havasu
95.3 FM - Bullhead City
95.9 FM - Kingman



97.1 FM - Lake Havasu City
93.5 FM - Bullhead/Laughlin
99.1 FM - Kingman



101.1 FM - Lake Havasu City
96.7 FM - Bullhead/Laughlin
100.7 FM - Kingman



96.7 FM - Lake Havasu City
103.9 FM - Bullhead/Laughlin
103.9 FM - Kingman

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