

How to Leverage 'New Media'

Create Concrete Credibility and Attract More Clients

Presented by

Martin Wales

Customer Catcher Media & Communications

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What Are Your Objectives?

- Introduce Yourself > Expert Status
- Build Concrete Credibility
- Increase Visibility
- Unique Positioning
- Brand Your Process / Personality
- Communicate With Clients
- Explain Complex Issue
- Demonstrate Product / Methodology

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Marketing Q's for Professionals

- Who Knows You?
- Why YOU?
- What DO You Do?
- What VALUE You Offer?
- Why Now?

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P.U.M.P. System

P – _____ & _____ You
U – Your _____ Offering
M – M_____, M_____ & M_____
P – Your _____ & _____

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Your Marketing Success Factors

- Quantity
- Frequency
- _____
- Affordable
- Repeatable
- Duplicate

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Power of Media = ACCESS

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Recognition & Referrals



"Martin Wales is just what a small business needs! A man who provides you with and has the information that **will make a huge difference to your business.**

Jay Conrad Levinson

"Father of Guerrilla Marketing"



Permission Marketing

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$$F \times Q \times R = \text{TRUST}$$

- Exposure = Prospect LIST Building
- Makes You Credible & Professional
- 3rd Party References
- Recognized Co.'s = "Brand Riding"
- Titles — _____, TV _____, Reporter vs. _____, Producer, Correspondent, _____, _____, _____

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Current Trends

- Increased Power & Bandwidth
- Decreasing Equipment Costs
- Simple Affordable Software Tools
- Turnkey Outsource Services
- Information Era = Opportunity
- Digital Medium = _____ For Content

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Infinite Marketing

Traditional

- Radio
- TV
- Print

New Media

- Web Multi-Media
- _____ — Audio & Video
- _____ Radio
- _____ Radio
- P _____
- _____
- _____ / _____

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Create Your Own Media

- Audio / Video Magazine
- TV/ Radio – Broadcast, Satellite, Internet, Podcast
- CD/DVD Video Magazine
- Markcomm – Case Studies, Testimonials, Demonstrations
- ‘Instant’ Audio / Video Online

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PUMP System > Attract Clients ***New Media Strategy***

- Expert Positioning
- Leadership Role
- No-Hype Presentation
- No Cold Calling or Hard Sales Tactics
- Build Community
- Create New Media Content > Momentum
- Online Advantage - Internet ‘Real Estate’

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New Media - Audio Marketing

- Low cost
- Fast to create
- Easy to produce
- Highly effective
- Change quickly
- Respond to opp's
- You & Others



Mike Lamb
MoneyRoom.com

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Saturday, Aug 06, 2005

Postpartum Depression Help

Assistance For Mothers & Their Families
PostpartumDepressionHelp.com | Help@PostpartumDepressionHelp.com

[What is Postpartum Depression?](#) | [Get Help](#) | [Who is Dr. Shoshana?](#) | [Radio Show](#) | [Media](#) | [Contact](#)

WHO IS DR. SHOSHANA BENNETT, PH.D.

 **Shoshana S. Bennett, Ph.D.**, licensed psychologist, founded Postpartum Assistance for Mothers in 1987 after her second undiagnosed postpartum illness. Dr. Shoshana is President of Postpartum Support International and the immediate past president of California's state organization Postpartum Health Alliance. She is a noted guest lecturer, and her work has been the subject of numerous newspaper articles around the country.


Dr. Shoshana has been a featured guest on national radio and television shows, including ABC's "20/20". Her talk radio show on www.mylife101.com is heard world-wide, where her presentations are devoted mainly to perinatal topics.

For fifteen years prior to her current profession, Dr. Shoshana was a college instructor in the fields of Special Education, Early Childhood Development, Rehabilitation Therapies and Psychology. In addition to three teaching credentials, she holds her second masters degree in Psychology and a doctorate in Clinical Counseling.


Dr. Shoshana's offices are located in the San Francisco Bay Area, and she offers telephone sessions to families throughout the country. Dr.

Click to listen to a message from Dr. Shoshana Bennett, Ph.D.

Please, Join Me!
Sign up and be notified of Updates, Radio Show, Postpartum Help E-zine, TeleClass Events and more!
NAME: _____
EMAIL: _____
SIGNUP HERE



"Beyond The Blues" is an informative Guide to Understanding and Treating Perinatal and Postpartum Depression. This manual gives practical information for pregnant and postpartum women, their partners and family members, and their healthcare practitioners. [LEARN MORE](#)



**"Internet Radio OPENS DOORS -
Even to The White House ..."**

**Shauna Fleming, 15, of Orange,
California, meets Pres. Bush
in the Oval Office**

"Doing an Internet radio show gives me the opportunity to tell people around the world that Americans do appreciate what our military men and women do for our country, and not to believe everything they read," Shauna said. "It also lets me inform everyone what I hear from our soldiers who are out there, and how we can help them and their families."

Shauna Fleming of Orange, Calif.,
(www.aMillionThanks.org)

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Audio Options (Formats)

- Commentary / Opinion
- _____ / Segment
- Expert Interviews – Content > Book
- Product (Audio Book) – Book > Content
- Advertising - ‘Verbal’ Marketing
- Panel Discussion / Debate
- Promotion & Bonuses

Case Study

Joanie Winberg
Success & Life Coach



- Teleseminars
- Weekly Spot on Broadcast Radio in Boston / South Shore Area
- Internet Radio
- Inspirational Audio Tips

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Re-Purpose Audio Content

- Expert Audio Interviews
- Transcribe
- Blog Posts — tips / transcription / digital downloads
- Articles — web site / ezine / syndication
- CD Product or Direct Mail
- iTunes / mp3 players

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Case Study – Content > Book



- Interview Experts
- Book (transcripts)
- Home Study
- Theme > Radio Show

Lynne Klippel, Web Sorority Talk Radio

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Attract Clients? > Distribution

- Web Site – wav, mp3 files
- Audio Buttons / Audio Blogging
- Teleseminars – online to offline
- CD Product Creation – branded mp3 players
- Internet / Satellite
- Podcasting – iTunes > iPod
- Cellular Telephone Network
- _____ Network

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New Media FAST START Case Study

Step Family Talk Radio



Co-Host & Founder: Lisa Cohen
Co-Host: Jann Blackstone-Ford

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"I almost immediately - probably within 2 weeks - started up my own Internet Radio Show ..." "I'm now the host of Step Family Talk Radio!"

"I began Step Family Talk Radio **after listening to Martin Wales for one hour** during a teleseminar and I got SO excited about what I learned that **I almost immediately - probably within 2 weeks - started up my own Internet Radio show.**

Since then, I have been inundated with requests from PR people to interview their authors and I've met **a TON of really interesting people. It's really expanded my network** and let people know a lot about who I am and about my book and about my radio show.


Most recently, I spoke with Martin privately for about an hour or so and he told me **pretty much everything I needed to know to really expand my reach and fine tune my program.** I have a lot of confidence that this is really going to go somewhere!

In my dealings with Martin, I have really, really appreciated his generosity and his **willingness to share everything** he knows and I really recommend him as a resource for you in one-on-one consulting or any of the programs that he offers."

Lisa Cohn
Founder & Host, Step Family Talk Radio



www.StepFamilyTalkRadio.com



The Stepfamily Talk Radio Network

Your Hosts

Listen to Stepfamily Talk Radio

Become A Partner

Our Team


Resources

Contact Us


The Stepfamily Talk Radio Network...

...is a network of concerned organizations and individuals --we call them partners--who bring innovative radio programming to parents who are divorced or separated, remarried, or who plan on combining families.

Our Hosts



Jann Blackstone-Ford, M.A., a divorce and stepfamily mediator and founder of Bonus Families, a 501 c3 non-profit organization that offers support and advice to divorced or separated parents and their new families. She's the author of four books on divorce and parenting, including "Ex-Etiquette for Parents: Good Behavior After a Divorce or Separation."




Lisa Cohn, co-author of "One Family, Two Family, New Family: Stories and Advice for Stepfamilies," and an award-winning writer whose stories about stepfamilies have appeared in the Christian Science Monitor, Mothering, Parenting, Brain, Child, The Magazine for Thinking Mothers, Big Apple Parent, The Washington Times and other publications.

Jann and Lisa have been quoted as stepfamily experts by the Associated Press, New York Times, Washington Post and Christian Science Monitor. Jann has appeared on Good Morning America, The Early Show and The Oprah Winfrey Show and Lisa has appeared on ABC Radio Network's *Savvy Sisters* and on many nationally syndicated radio shows.

Become a Partner in the Stepfamily Talk Radio Network

Meet Jann and Lisa and listen to Stepfamily Talk Radio

This week's Featured Show:



This Stepmom is Moving, Along with Her Ex!
Mara Foster of PK Grove, Calif., "Bonusmom of the Year" (www.bonusfamilies.com), gets along so well with her ex that he's moving to Arizona with her, her second husband, their kids and her stepkids.

Simple, Hands Free Traffic Generation with Audio



Audio Case Study: Create Your Own Media Internet Radio



Nevin and Tom Bailey

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How to Set Up Your New Aquarium



Radio Hosts



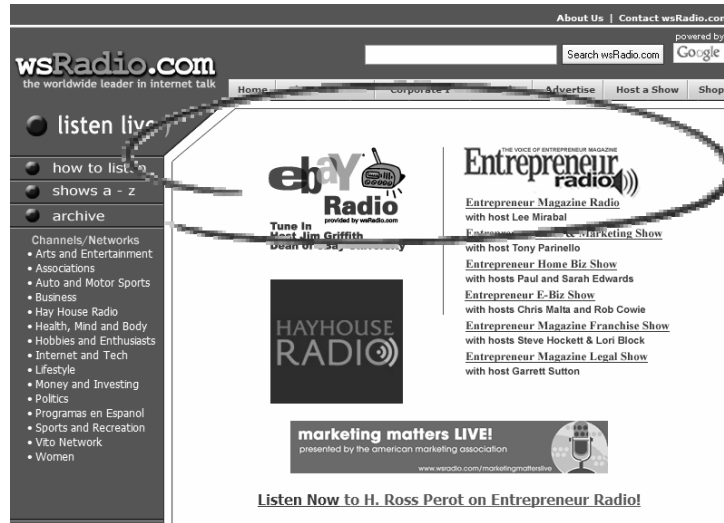
Here's a beautiful Acrylic Aquarium just like the aquariums that Tom and Nevin each enjoy having in their living rooms. Click [here](#) now to listen to the one-hour show about "How to Set Up a New Aquarium."

How to Set-up a New Aquarium, like the one shown above, is the topic of discussion during three segments of the Pet Fish Talk Show that was recorded on 12/18/2002. Click [here](#) to go to the Listening Guide for this show.

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Case Study: "Brand Riding"



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Case Study: Branded Audio Marketing



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<p>wsRadio 6150 Lusk Blvd. Ste. B -102 San Diego, CA 92121 (858) 623-0199 * Fax: (858) 623-0068 www.wsRadio.com</p>	
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FOR IMMEDIATE RELEASE **CONTACT:**
Marika Szoke
858-623-0199 ext 104

**Entrepreneur Sales and Marketing Show Features
"Best Sales Practices" of Fortune 1000 companies**


San Diego, CA

On November 22nd, The Entrepreneur Magazine Sales and Marketing Show hosted by Tony Parinello, aired live via the internet, a special three hour show which featured the senior VP's of Sales and Marketing from 19 Fortune 1000 companies talking about their best sales practices. Companies like Office Depot, Rayovac, Bose, Ciena Corp, Quest, Sprint, Dell Computer, Xerox, 3M and Hewlett Packard were represented. The show is normally a weekly two hour show, however based on the overwhelming response was extended to 3 hours.

Months in the planning, The host of the show, Tony Parinello, best selling author of "Sell Like A VITO" and his recently released book "Secrets of VITO, Think and Sell Like a CEO, pre-recorded 20-30 minute interviews with the Executive VP's of these companies, editing them down to 2-4 minutes each for commentary.

The show is Archived for listening on demand One of the major advantages to internet talk radio is the ability to archive the show for listening on demand. This show is archived in 9 segments

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Search

GOLD MEMBER
Red Carpet Treatment

For only 13.5 cents per day. You can listen to over \$2,400 worth of interviews.

Plus, you can meet each guest personally, download convenient MP3's of each show, receive tons of free bonuses from guests, and get discounts on all other Inside Success products.

[Click Here](#) if you're ready to skyrocket your success and learn how to join us.

[Learn About All Of Our Previous Shows](#)

[Learn How To Be A Guest](#)
(or how to recommend someone else)

[Click Here](#) to read dozens of [Testimonials](#) from Listeners and Guests.

[Click here](#) to view a list of all our life-changing interviews.

Meet Your Host ... Randy "Dr. Proactive" Gilbert

Hi, I'm Randy Gilbert, a consultant, coach, and expert in the field of "Being Proactive". I'm known as the moniker "Dr. Proactive". I've been researching what it takes to be successful and you can benefit from what I've learned by reading the ezine I publish called [Proactive Success: The True Pathway to Authentic Abundance](#).

I've also written a best-selling book, [Success Bound: Breaking Free of Mediocrity](#) and hundreds of other proactive success articles, reports, and products.

You can also become a **Best Selling Author**, by learning the strategy for selling lots of books online. You'll find it at [BestSellerMentoring.com](#)

I firmly believe that "Success starts with our thinking. I developed this radio show so you and I can learn from highly successful people (the most proactive people) as they share their Inside Success Secrets, Tips, and Strategies.

The word "Proactive" is fairly new (you won't find it in most hard cover dictionaries). The concept "Be Proactive" was identified by Stephen Covey as the [First Habit of Highly Successful People](#). But Covey was like Ben Franklin and his contemporaries, who know about electricity, but didn't know how to use it. **As Dr. Proactive, I want to be more like Thomas Edison**, who came along and made tools, like the electric light bulb, motors, and generators, for using electricity. **Like Edison, I intend to make success, abundance, and joy available to every man, woman, and child by teaching them how to "Be Proactive" and use "Proactivator Tools™."**

I love to speak and inspire people to "Be Proactive." If that is what you want for

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Host Martin Wales,
The Customer Catcher™

Now You Can Access The Top Earners and Superstars and Boost Your Sales & Marketing and PROFITS!

Listen in and take the latest and greatest sales and marketing strategies, tactics, trends and innovations to boost your results in no time!

Join your host, Martin Wales, The Customer Catcher™, as he interviews a parade of business experts and specialists. You'll reach all your goals and objectives sooner with this program.

FREE Access for a Limited Time Only!

YES! Your \$197 annual subscription is paid for! But only if you login now! Listen all you want, when you want and it's fully sponsored by the leading online 1-Stop, 1-Shop Fully Automated Marketing solution:

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Enter Your Name:

Enter Your Email:


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**Do you have a story to tell?
Get Your Message Out Now Faster and
Easier - Even On The Smallest Budget!**

**"Now You Can Host Your Very Own Radio Show to
Instantly Increase Your Marketing Reach,
Your Professional Credibility, Your Status As
Your Industry's Leading Expert and
Multiply Your CASH Flow - for only Pennies!"**

Internet Talk Radio Secrets Revealed

"Martin's programs can save you thousands and thousands of dollars.
His techniques allow you to do radio with minimal cost. Martin's
step-by-step process shows you how to reach your local city, across
the country, or the globe with the latest in Internet Radio and audio marketing
to increase your credibility and cash flow today."
- Bob Silber, Internet Marketing Law



Get Your FREE Internet Radio Special Report Now!
Fill in your *Name* and *Primary Email* below, then click on the button
and you'll promptly get your Special Report via email
'How to Benefit from Internet Radio and Audio Marketing!'

Enter Your Name

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We will never rent, share or sell your name to anyone else... ever!
We respect your privacy.

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Others PAY for Your Marketing!!!

Marquee Sponsorship by

As the primary sponsor, benefits from continuous mention and exposure, along with host referral and guest testimonials to sign up for your products and services. In addition, this represents a powerful brand building and credibility campaign for , on top of the direct sales and marketing aspects of this relationship. Your input and participation is welcomed and encouraged at all times.

The sponsorship is effective from December 1, 2003 to May 31, 2004 for an investment of \$10,000 USD. will be invoiced directly by . The

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Case Study:

Microsoft paid \$2,600 per hr. for weekly, live talk radio + 30 ads per week with Customer Catcher brand



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"...a premiere strategist and producer who helps you reach your business goals and objectives ..."

"At Internet Audio Guy.com, we help you get all the equipment, the systems and accessories you need to create professional quality audio. But **just because you have a microphone doesn't mean you have a great radio show.**

Martin Wales is without a doubt a premiere strategist and producer who helps you reach your business goals and objectives. If you want **super content and production** then you need America's Internet Radio Coach, Martin Wales."



Mike Stewart
Audio/Video Expert
Internet Audio Guy.com

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Case Study: Custom Audio Expert Interview



**75% Response Rate To Direct Mail Letter
+ Audio Post Card + Audio CD Offer To
Over 400 Top Hospital Administrators**

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Use Visuals to Enhance Your Audio Sites



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New Media - Video Marketing

PROs

- _____
Presentation
- High _____ Value
- Well Received
- Highly _____
- "Seeing is _____."
- Highly _____
- You & Others

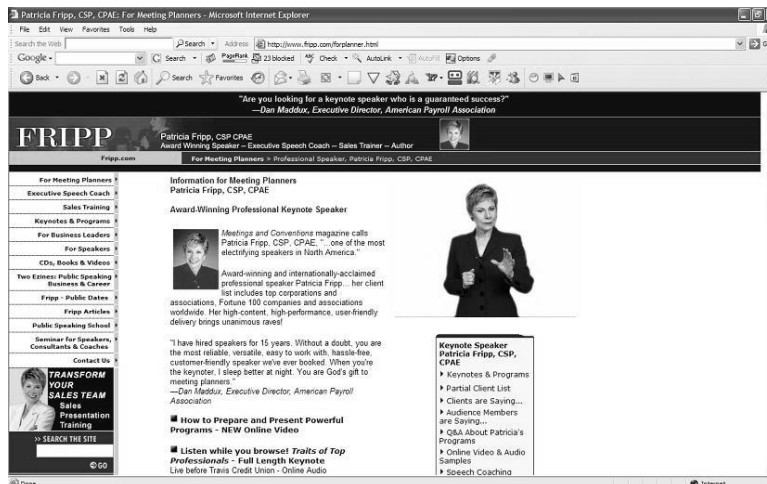
CONs

- Bigger Investment
- More Complex
- Greater Expectations
- Critically _____
- Logistics
- "Seeing is _____."
- Less _____
- _____ & _____-locked

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Consultant / Coach / Speaker Site



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Training Site

DAYTRADING UNIVERSITY™
You'll Learn How to Boost Your Trading Skills - FAST!

Ordering | Contact Us | Help/FAQ

Home Tour Multimedia Day Trading Course Day Trading DVDs LIVE Room Training ARTICLES & Freebies Support

Daytrading University Video Campus Tour, Featuring Stacy...
Discover How To Use Our Trading Resources To Help Your Trading Skills Today!

Click the Play Button To Watch this 4-minute video intro:

Here's What You'll Learn In Your Video Campus Tour:

- 1 Learn How To Use DTU
- 2 Tips for Getting Started
- 3 How To Learn With Our DVDs, Room & Course
- 4 Quick-Start Guide for New Traders
- 5 How To Improve Your Trading Skills Quickly

CLICK HERE TO CONTINUE YOUR TOUR

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Products & Services + Prospect Builder

Want To Instantly Add Streaming Video (Like This One) To Your Website Without Expensive Equipment Or Technical Know-How?

Here are just a few benefits this service gives you:

- Unlimited video clips played instantly with one click of the mouse
- Works great on dial-up modems or high-speed
- Records with any Web cam and microphone
- Technical know-how or experience is NOT necessary - easy to use
- Makes other video technologies obsolete!



Amanda Raddatz,
Official Spokesperson

You are witnessing the Net's fastest, easiest, most economical way to create professional streaming video clips for Websites and email broadcasts!

[LEARN MORE](#)

Claim your **FREE** demonstration video to find out how you too can instantly add video clips to your Websites and emails!

Your First Name Here

Your Primary Email Here

FREE Instant Access!

* We respect your email privacy and promise to never share or rent your personal information to any unauthorized third party. By submitting your email address you are also requesting and agreeing to be subscribed to our "Video Marketing Update" email newsletter to which you may unsubscribe at any time. Subscribers also get many unadvertised bonus gifts.

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Video Options (Formats)

- Show / News / Magazine
- Spot / Segment
- You Be Interviewed By A Pro.
- Expert Interviews – Content > Book
- Book Excerpts – Book > Content
- Infomercial (non-hype version)

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“Spot” vs. “Show”

- Shorter Length with Concise Msg.
- Faster Production
- Less _____ & Post-_____
- Lower Cost & Less Time
- Flexible for Multi-purpose
- Easy to _____
- Great for _____

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Video Without “Shooting Video”- NO Cost Production



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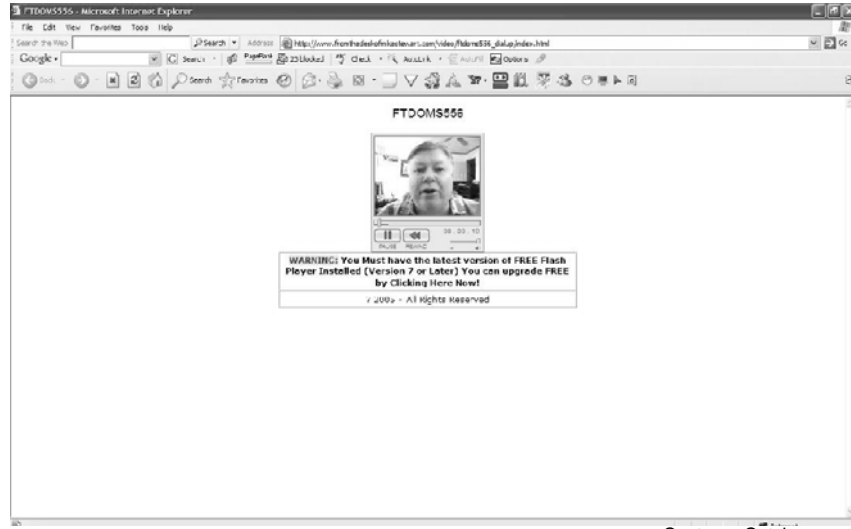
Video Challenge – Web Cam ‘Look’



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Challenge - For 56K Web Cam



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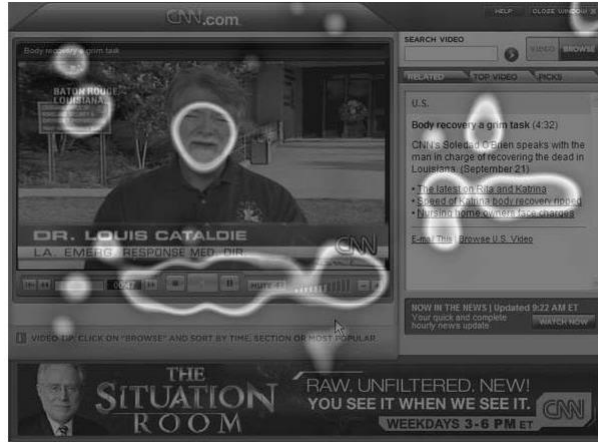
Online TV is Not Offline TV



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Video - Eye Fixation

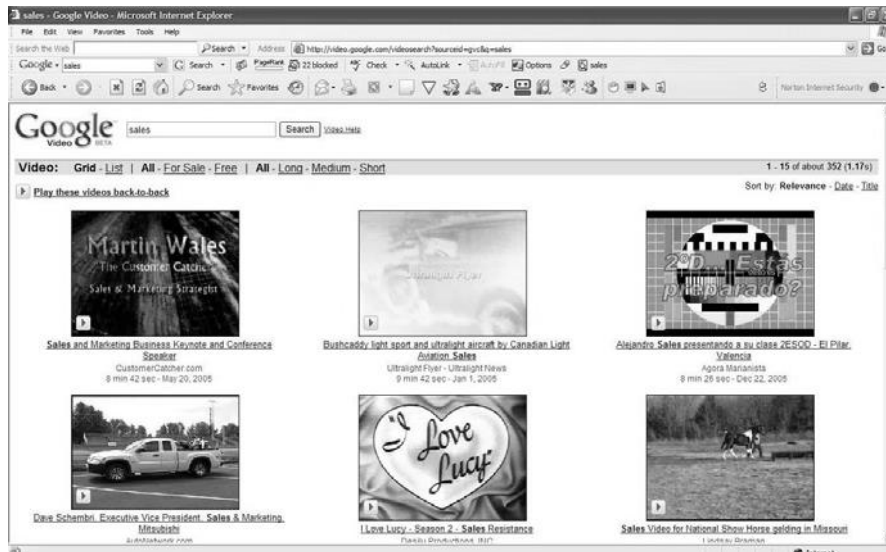


Distribution of eye fixations while a user watched 24 seconds of a video clip on cnn.com.

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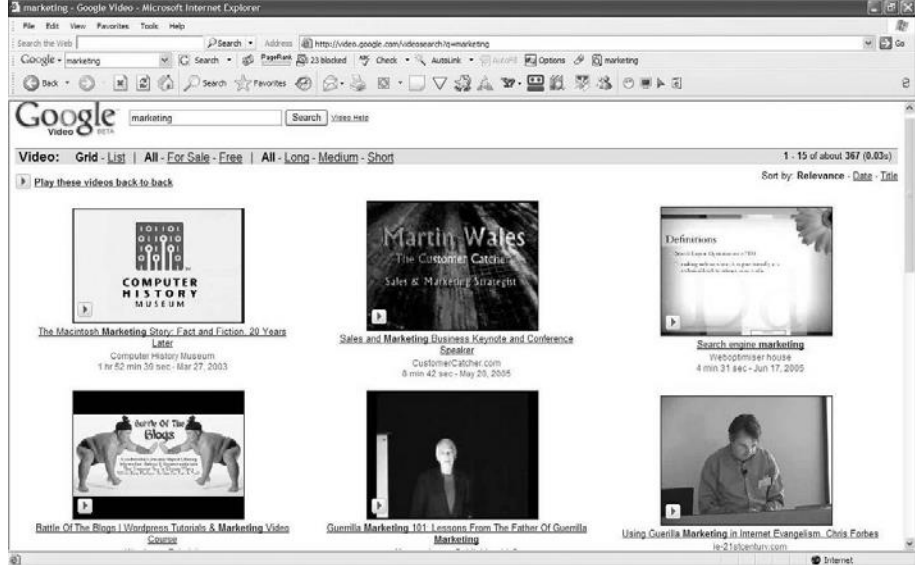
Want to rank #1 in Google for your industry?



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Video.Google.com > NO Cost Streaming



The screenshot shows a Microsoft Internet Explorer browser window displaying Google Video search results for the keyword 'marketing'. The browser's address bar shows 'http://video.google.com/videosearch?q=marketing'. The search results are displayed in a grid format, showing video thumbnails and their titles. The first video is 'The Macintosh Marketing Story: Fact and Fiction, 30 Years Later' from the Computer History Museum. The second video is 'Sales and Marketing Business Keynote and Conference' by Martin Wales, titled 'The Customer Catcher', from CustomerCatcher.com. Other videos include 'Definitions', 'Bottle Of The Rings Wordpress Tutorial & Marketing Video', 'Guerrilla Marketing 101 Lessons From The Father Of Guerrilla Marketing', and 'Using Guerrilla Marketing in Internet Evangelism'.

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Brand Your Video Player: Buy Costumes TV



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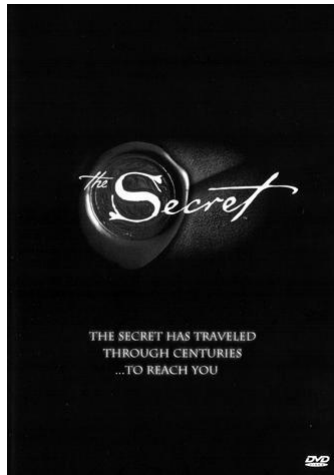
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Re-Purposing Video Content

- Web Site – Clips of longer video
- Video Blog – Tips, News
- Slide Presentations with Audio
- CD / DVD Product or Mailers
- iPodTV – iTunes - TiVo
- Cellular Telephone Network

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Biggest Mistakes Today

- No Clear, Specific Objectives
- Limited or NO _____
- Thinking _____ Media = _____ Media
- Focused Only _____ or _____

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Biggest Mistakes Today

- Focus is on Technology,
instead of the _____
- Weak Scripts (_____ for Audio/Video)
- Poor _____
- Amateurish “Talent Shows”
- No _____

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P.U.M.P. System

P – Positioning & Packaging You

U – Your Unique Offering

M – Mission, Message & Media

P – Your Profit & Prosperity

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"Martin's programs can **save you thousands and thousands of dollars**. His techniques allow you to succeed with minimal cost. Martin's **step-by-step process** shows you how to **reach your local city, across the country, or the globe** with the latest marketing tips and tactics to increase your credibility and cash flow today."

- Bob Silber,
Internet Marketing Law

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PUMP System > Attract Clients ***New Media Strategy***

- Expert Positioning
- Leadership Role
- No-Hype Presentation
- No Cold Calling or Hard Sales Tactics
- Build Community
- Create New Media Content > Momentum
- Online Advantage - Internet 'Real Estate'

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“Martin really is a marketing dynamo... **Leads increased by 100%** year over year. At the same time we have increased our service fees by 20% without adverse effect. These results deserve a big tip of the hat!”

LESLIE SCOTT

Past President, Psychotherapy Referral Service

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Martin Wales

The Customer Catcher™



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E: Martin@CustomerCatcher.com

FREE Tips – www.CustomerCatcher.com

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